

## FACULTY PROFILE

<<NAME>> : **Dr.SUNITHA. R**  
 << Designation >> : ASSISTANT PROFESSOR  
 << Department >> : INSTITUTE OF MANAGEMENT STUDIES  
 Qualification : MBA, MCOM, PGDMM, NET,SLET,Ph.D.  
 Areas of Specialization : FINANCIAL MANAGEMENT  
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### Vision

Teaching the present generation of learners with today's knowledge. To provide a learning environment in which I and my students can discover, examine critically: preserve and transmit the knowledge, wisdom and values to improve the quality of life. My primary goal is to deepen and extend my research areas, and promote collaboration at my Institution.

### Educational Qualifications

Sl. No.	Degree	Specialization/ Subjects	University	Year of Award/ Passing/pressuring
1	PhD.,	Financial management	Dr. J K RAJU Professor Institute of Management Studies.	2019
2	M.Phil.,	---	---	----
3	NET	MANAGEMENT	UGC	2011
4	SLET	COMMERCE	MYSORE UNIVERSITY	2016
5	PG	MBA-FINANCE	KUVEMPU UNIVERSITY	2010
6	UG	BCOM	KEVEMPU UNIVESITY	2008

### Professional Details (Academic/Research Experience)

Sl. No.	Designation	Institution/University	UG/PG	From	To
1	Guest Faculty	GFGC Davangere	UG	2010	2012
2	Teaching Assistant	Davangere University	PG	2012	2019
3	Assistant Professor	Davangere University	PG	2019	Till date

<b>Areas of Research Interest:</b>	
1.	Financial Management, Risk Management, Banking Sector, Insurance, Behavioral Finance
2.	Human Resource Management
3.	Marketing Management. Brand Management, General Management.

<b>Academic/Administrative responsibilities: (examples are as mentioned)</b>	
1.	BOS Member at ..... YES Institute of Management of Studies Davangere University
2.	BOE Chairman at ..... Nil
3.	Reviewer/Editor for ..... Nil
4.	Worked as Head of the department at ..... Co-ordinator of B VOC Degree
5.	Worked as NAAC Co-ordinator at ..... Nil.
6.	Any coordinator/in-charge/responsibilities - Nil.

<b>Research Publications:</b>			
<b>International Journals &amp; National Journals</b>			
<b>Sl. No.</b>	<b>Date</b>	<b>Title of Paper</b>	<b>Journal Name / Conference Proceedings</b>
1	28 <sup>th</sup> & 29 <sup>th</sup> September 2012	Emerging Trends and Challenges of Human Resource Management.	National Conference Proceedings Book (ISBN 978-91-925-4-62) SBC College, Davangere.
2	15 <sup>th</sup> April 2013	Comparative Study of NPAs in Indian Banking Sector	Southern Economics Delhi (ISSN No. 0038 – 4046)
3	1 June 2013	Risk Management in Banking Sector – A Descriptive Study	International Recognition Research Journal – Tactful Management Journal (ISSN – 2319-7943)
4	15 <sup>th</sup> June 2013	Risk Parameters of banking Sector	Southern Economics Delhi (ISSN No. 0038 – 4046)

5	January 2014	Information Technology Facilitates in Co-Operative banking sectors-A case study of Davangere Districts	International Recognition Research Journal – Golden Research Thoughts Journal (ISSN – 2231-5063)
6	August 2013	A Study of NPAs in Banks	2 <sup>nd</sup> International Conference proceedings on Finance and Accounting, SDMIMD, Mysore, (ISBN – 978-81-922146-5-8)
7	9 <sup>th</sup> & 10 <sup>th</sup> November 2013	Problems & Prospects of Women Entrepreneurship in India.	National Conference Book Proceedings. Davangere University Department of Commerce (Full Papers-ISBN 978-81-928540-0-7.
8	9 <sup>th</sup> & 10 <sup>th</sup> November 2013	Rural Women Empowerment & Development of Women Entrepreneurship in India	National Conference Book Proceedings. Davangere University Department of Commerce (Abstract) ISBN-978-81-918540-1-4
9	9 <sup>th</sup> & 10 <sup>th</sup> November 2013	Opportunities Challenges & Problems of Rural Women Entrepreneurship in India	National Conference Book Proceedings. Davangere University Department of Commerce (Abstract) ISBN -978-81-918540-1-4
10	January 2014	NPA Management In Banks – an innovative approach	International Recognition Research Journal – Golden Research Thoughts Journal (ISSN – 2231-5063)
11	January 2014	BASEL-3 And its Impact on Indian Banking Sector	International Multidisciplinary Research Indian Streams Research Journal (ISSN-2230-7850)
12	December 2013	Performance Appraisal of Public Sector Banks in India.	2 <sup>nd</sup> International Conference proceedings on Human Resource Management SDMIMD, Mysore, (ISBN – 978-81-922146-5-8)
13	December 2013	CRM in Indian Banking Problems and Challenges	2 <sup>nd</sup> International Conference proceedings on Human Resource Management SDMIMD, Mysore, (ISBN – 978-81-922146-5-
14	December 2013	Understanding Organizational Culture & Leadership Hence Efficiency & Productivity.	2 <sup>nd</sup> International Conference proceedings on Human Resource Management SDMIMD, Mysore, (ISBN – 978-81-922146-5)
15	February 2014	Management of Education and Training Needs of Rural	International Recognition Research Journal – Tactful Management

		Women Entrepreneurs	Journal (ISSN – 2319-7943)
16	March 2014	PRICING APPROACHES IN SERVICES MARKETING	International Recognition Research Journal – Tactful Management Journal (ISSN – 2319-7943)
17	6 <sup>th</sup> May 2014	A Study on Impact of Employee Retention in private sector-sugar mill	ACME Intellects International Journals of research in Management Social Science & Technology. (ISSN -2320-2939) Jointly Organized International Conference on Empowering Employability In Business Education SSS Gfgc & P G centre Channagire
18	6 <sup>th</sup> May 2014	Impact of Organizational Culture on Employee Performance	ACME Intellects International Journals of research in Management Social Science & Technology. (ISSN -2320-2939) Jointly Organized International Conference on Empowering Employability In Business Education SSS Gfgc & P G centre Channagire
19	30 <sup>th</sup> April 2014	Assets-Liability Management in Banking	International Conference Proceedings (ISBN 978-163102030-8)
20	20 <sup>th</sup> & 21 <sup>st</sup> June 2014	New generation banks and “E-S-S-C-A”- Environmentally sustainable Strategy for competitive advantage	International Conference Proceedings
21	June 2014	Indian Service Sector: A Case Study of Banking Sector	ACME International Journal of Multidisciplinary Research ISSN: 2320-236X Quality Impact Factor : 5.57
22	June 2014	Mutual Fund : A Resource Mobilizer in Financial Market	QUEST International Multidisciplinary Research Journal – ISSN: 2278-4497 Quality Impact Factor: 7.32 (CARS)
23	June 2014	Customer’s Perspectives and Risk Issue on E-Banking	GLOBAL Academic Research Journal An International peer-Reviewed Research Journal ISSN: 2347-3592 Quality Impact Factor:3.73 (CARS)

24	June 2014	Women in Management Research – Theoretical Perspectives	RESEARCH EXPO International Multidisciplinary Research Journal ISSN: 2250-1630 Quality Impact Factor : 6.42 (CARS)
25	June 2014	Recent Inclinations in Indian Banking Industry : Green Banking	VIIGNETTES OF RESEARCH International Journal ISSN: 2320-1797 Quality Impact Factor: 4.67
26.	December 2014	Impact of Security Exchange on Banking Sector	Adarsh Research Edited Papers Series Volume III (ISBN-978-1-63102-078-0)
27.	November 2014	Health Insurance Technology As a KeyDriven.	ACME Intellects International Journals of research in Management Social Science & Technology. (ISSN -2320-2939) Jointly Organized By Tumkur University. – National Conference.
28	August 2020	The Effect of Information Technology Investment in profitability of the banks	International journal of advanced science and Technology ISSN NO: 2207-6360 Scoups Q3 volume 9 issue XI
29	September 2020	Consumer Awareness of Digital media Marketing In India	International journal of management scoups indexed ISSN NO: 0976-6502 Volume 22 Issue 10
30	31 December 2020	Work life balance of women employees of teaching faculties in Karnataka state	Journal of management science issue 31 December 2020 DOI Num:10.26524.jms.11.1 Vol 10 No.04 issue 4.2020Eleyon publishers
31	April 2021	A Study on Innovation in Banking and its impact on customer satisfaction	Alochana Chakra Journal UGC Care Group I Journal ISSN NO:22231-3990
32	April 2021	A study on Customer Perception on E- Banking Facilities in Indian bank	MUKT SHABD JOURNAL UGC Care Group I Journal ISSN NO: 2347-3150

## c) International Conference: Attended

Sl. No.	Date of Attended	Venue	Seminars Attended	Presented Title
1	25 <sup>th</sup> & 25 <sup>th</sup> April 2013	CMR Institute of Management Studies Bangalore	International Conference on "Leveraging Operations and IT for Sustainable for development	Customer Relationship Management in Indian Banking Sector – Problems and Challenges.
2	7 <sup>th</sup> & 8 <sup>th</sup>	Shri Dharmastala	Second International	NPA's Study of Public and Private

	August 2013	Manjunatehshwara Institute for Management Development (SDMIMD) Mysore	Conference on Finance & Accounting	Sector Banks
3	13 <sup>th</sup> & 14 <sup>th</sup> December 2013	Shri Dharmastala Manjunatehshwara Institute for Management Development (STMIMD) Mysore	Second International Conference on Managing Human Resources at the Workplace.	Performance Appraisal of Public Sector Banks in India.
4	13 <sup>th</sup> & 14 <sup>th</sup> December 2013	Shri Dharmastala Manjunatehshwara Institute for Management Development (SDMIMD) Mysore	Second International Conference on Managing Human Resources at the Workplace	CRM in Indian Banking Problems and Challenges.
5	13 <sup>th</sup> & 14 <sup>th</sup> December 2013	Shri Dharmastala Manjunatehshwara Institute for Management Development (SDMIMD) Mysore	Second International Conference on Managing Human Resources at the Workplace	Understanding Organizational Culture & Leadership Hence Efficiency & Productivity.
6	6 <sup>th</sup> may 2014	Sri Sri Shivalingeshwara Swamy Government First Grade College & P G Centre Channagiri	International Conference On Empowering Employability In Business Education	A Study on Impact of Employee Retention in private sector-sugar mill
7	6 <sup>th</sup> may 2014	Sri Sri Shivalingeshwara Swamy Government First Grade College & P G Centre Channagiri	International Conference On Empowering Employability In Business Education	Impact of Organizational Culture on Employee Performance

8	30 <sup>th</sup> April 2014	ADARSH GROUPS OF INSTITUTIONS BANGALORE	Recent Trends in Business, Management and Tourism	Assets-Liability Management in Banking
9	20 <sup>th</sup> and 21 <sup>st</sup> 2014	Karnataka State Women's University Bijapur Post Graduate (PG) Departments of Studies and Research in Commerce & Management Sponsored By ICSSR- New Delhi	Two Day International Conference On Strategies For Social & Sustainable Competitive Advantage in Globalized era	New generation banks and "E-S- S-C-A"- Environmentally sustainable  Strategy for competitive advantage

**D) National Conference: Attended**

Sl. No.	Date of Attended	Venue	Seminars Attended	Presented Title
1	28 <sup>th</sup> & 29 <sup>th</sup> September 2010	JSS College for Women (Autonomous) Mysore	Customer Relationship Management in Banking Industry	New and Emerging Opportunities & Challenges consumer and commercial banking.
2	25 <sup>th</sup> February 2011	AVK College for Women, Davangere	Human Values, Its Relevance to Higher Education.	Human Values, Its Relevance to Higher Education.
3	18 <sup>th</sup> , 19 <sup>th</sup> March 2011	IMS, Kuvempu University, Shankaraghat ta	Renewing Business Trends in Post Recessionary Economy	Financial Crisis and its impact of Indian economy
4	5 <sup>th</sup> May 2012	Tumkur University	Economic Growth Through Innovative Entrepreneurship	Entrepreneurs Problems and Prospectus of Indian Economy



5	28 <sup>th</sup> & 29 <sup>th</sup> September 2012	SBC First Grade College for women, Davangere	Human Resource Development – New Paradigm and Prospectus	Emerging Trends and Challenges of Human Resource Management.
6	9 <sup>th</sup> & 10 <sup>th</sup> November 2013	Department of Studies & Research in Commerce Davangere University	“Rural Women Entrepreneurship in India”	Opportunities Challenges & Problems of Rural Women Entrepreneurship in India
7	9 <sup>th</sup> & 10 <sup>th</sup> November 2013	Department of Studies & Research in Commerce Davangere University	“Rural Women Entrepreneurship in India”	Problems & Prospects of Women Entrepreneurship in India.
8	9 <sup>th</sup> & 10 <sup>th</sup> November 2013	Department of Studies & Research in Commerce Davangere University	“Rural Women Entrepreneurship in India”	Rural Women Empowerment & Development of Women Entrepreneurship in India.
9.	22 <sup>nd</sup> November 2014	Department of Studies and Research in Business Administration & Bangalore Insurance Institute TUMKUR UNIVERSITY.	National Conference On Indian Insurance Sector: Innovation, Sustainability and Social Impact	Changes in marketing of LIC by Impact of private Insurance Players.
10.	22 <sup>nd</sup> November 2014	Department of Studies and Research in Business Administration &	National Conference On Indian Insurance Sector: Innovation, Sustainability and	Health Insurance Technology As a Key Driven

		Bangalore Insurance Institute TUMKUR UNIVERSITY.	Social Impact	
11.	22 <sup>nd</sup> November 2014	Department of Studies and Research in Business Administration & Bangalore Insurance Institute TUMKUR UNIVERSITY	National Conference On Indian Insurance Sector: Innovation, Sustainability and Social Impact	Marketing Strategies In Life Insurance Services
12.	27 <sup>th</sup> September 2014	Sri Sri Shibalingeswara Swamy Govt First Grade College & PG centre. Department of Commerce & Management	Emerging Issues In Agriculture Marketing --- Relating To Arecanut	Emerging Trends in E-Marketing.

**Book Published / Book Chapters Published:**

Book Publication:

SI.No	Author Name	Book Name	Publication	Year

<b>1</b>	<b>Sunitha.R</b>	<b>Computer Application in</b>	<b>Arjun Publishing House</b>	<b>2014</b>	
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		<b>Business</b>	<b>ISBN 978-81-921321-0-5</b>	
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**Research Guidance Details (MPhil/PhD):**

Sl.No	Name of the Scholar	University	Registration month & Year	Research Area
1.	NIL	NIL	NIL	NIL

**Conference/ Workshops/Trainings attended/organized:**

*International/National Conferences: ORGANIZING COMMITTEE MEMBER*

SL.NO	TITLE	PLACE	NO.OF DAYS	DATE & YEAR
1	Acted as an organizing committee member to organize National - Conference at Institute of Management studies.	Institute of Management Studies Davangere University Davangere	01	17/05/2015
2.	Acted as an organizing committee member to organize National - Conference at Institute of Management studies.	Institute of Management Studies Davangere University Davangere	02	22d and 23 <sup>rd</sup> Decemb er 2017

**Workshops/Seminars/Symposium Attended:**

**Orientation / FDP/Short term / online workshop & Webinar course attended**

Sl.No.	course	Institution conducted	Year
1.	Orientation	RAMANJUAN COLLEGE UNIVERSITY OF DELHI Ministry of Human Resource Development	June 4 <sup>th</sup> to july 1 2020
2	56 <sup>th</sup> Short term course on E-Content Development	UGC-HRD center Gujarat University( One week )	11/06/2020 to 17/06/2020
3	Faculty Development Programmes	Rani Channamma University Belgavi.( one week)	21/05/2020 to 27/05/2020
4	Seven days Faculty Development Programme on Investment In Stock Market	Government first grade college and P.G. centre Dist. Chikkaballapura.	31/05/2021 to 06/06/2021
5	Five days National Webinar New education policy 2020	Institute of Management Studies Davangere University	14/06/2021 to 18/06/2021
6	Seven Days International faculty development programme New paradigms in Management Education	Government first grade college. Vijayanagara Bangalore	07/06/2021 to 14/06/2021
7	National webinar one day Technology and accounting Interface Opportunities and Challenges among Accounting Educators	Indian Accounting associations karnataka & Association with International Skill Development Corporation (ISDC)& ACCA, UK	25/05/2021
8	National level online workshop on Research Methodology &preparation of project	Government first grade college Vijayapura	09 june 2021

9	National Level Webinar on Preparation of Dissertation for PG Students	Bangalore University Ramaiah college of Arts & science& commerece	8 <sup>th</sup> june 2021
10	One day National Level Webinar on Career Opportunities in Data Analysis	Jagaduru Tontadarya Arts, science and commerece college Gadag	29 <sup>th</sup> june 2021
11	One day Webinar on Recent Trends in Indian Banking System	STJ Education Society Sirigee	09/06/2021

**Project Guided in B.B.M and M.Com MBA Course**

Institution Name	Course Name	No of Students Guided
Government First Grade College and P.G. Centre Davangere	BBM - VII semester	20students- batch year 2011-2012
Government First Grade College and P.G. Centre Davangere	M.Com—4 <sup>th</sup> semester	20students batch year 2012-2013
Institute of management Studies	MBA students	15 students each from 2012 to 2019

**Teaching Experience: Total teaching experience 9 years**

Sl. No	College Name	Year of Experience
1	Guest faculty Govt. First Grade College and P.G. Centre, Davangere	2 Years
2	Teaching Assistant IMS, Davangere University, Davangere	6.5Years
3	Assistant professor Institute of management studies Davangere university	2 year 2 months

Sl. No.	Date of Attended	Venue	Seminars Attended
1	20 <sup>th</sup> Jan 2011	BIET College, DVG	Publishing research articles in journals.
2	27 <sup>th</sup> February 2013	HC Boraiah Memorial SC/ST First Grade College of Arts & Commerce, Jagalur	Setting of Question Papers and Evaluation of Answer Book
3	9 <sup>th</sup> to 13 <sup>th</sup> March 2013,	Davangere University	ICSSR 5days Sponsored workshop on research Methodology.

*Training Programme : NIL*

NIL

Achievements/Awards / Abroad visit / Professional Membership	
1.	NIL

Personal Details		
<b>Gender</b>	FEMALE	
<b>Date of Birth</b>	26/05/1988	
<b>Contact details</b>	<b>Address for Communication</b>	<b>Permanent address</b>
	ASSISTANT PROFESSOR INSTITUTE OF MANAGEMENT STUDIES, DAVANGERE UNIVERSITY, SHIVANGANGOT HRI, DAVANGERE-577007.	SUNITHA.R D/O RAMACHANDRAPPA S.M. #185 DEVARAJ URS LAYOUT C BLOCK 6 <sup>TH</sup> CROSS DAVANGERE - 577006.

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