

FACULTY PROFILE

Dr. Ramesh Chandrasa

Assistant Professor

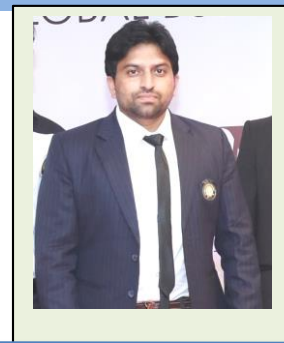
Institute of Management Studies (MBA)

BE (E&C), MBA, PhD :

Marketing/ HR :

E mail : drrcmay@gmail.com
ramesh@davangereuniversity.ac.in

Contact Number : 7892705612/ 7829454531



Vision

As a Faculty of Management will strive to be a dynamic center of research, innovation and creativity dedicated to teaching, lifelong learning, professionalism, research, entrepreneurship, and partnership with local and global communities.

Educational Qualifications

Sl. No.	Degree	Specialization/ Subjects	University	Year of Award/ Passing
1	PhD.,	Marketing(E-Commerce)	Dr. N Ramanjaneyalu KU, Dharwad	2021
2	M.Phil.,	-	-	-
3	NET/SLET	-	-	-
4	PG	MBA	Karnatak University, Dharwad	2015
5	UG	BE(E&C)	VTU, Belgaum	2007

Professional Details (Academic/Research Experience)

Sl. No.	Designation	Institution/University	UG/PG	From	To
1	Assistant Professor	IMS (MBA Department), Davangere University, Davangere	PG	2018	Till Date
2	Assistant Professor	Global Business School, Hubble (KUD)	PG	2015	2018
3	Senior Software Engineer in IT	IT – Industry (6.2 Years' Experience)	IT	2007	2013

Areas of Research Interest:	
1.	Marketing, Advertising and Brand Management, Sales Management, E-Commerce, Digital Marketing. Marketing Management.
2.	E- Commerce
3.	Human Resource Management.

Academic/Administrative responsibilities:	
1.	BOE Member at Davangere University in 2019 -2020
2.	BOE Member Dean Committee
3.	Coordinator – INDUSTRY INSTITUTE PARTNERSHIP CELL (IIPC)
4.	Coordinator – B. Voc (Retail Management & Information Technology) Submitted.
5.	Worked as NAAC Co-ordinator at – (Department – Criteria -1)
6.	Member –Geographical Indications Cell (GIC)

Research Projects:					
Sl. No.	Title of the Project	Funding Agency	Project Budget	Period	Status
1.	Determining factors of service quality and its impact on customer satisfaction and customer engagement in public sector banks: Evidence from India.	ICSSR	15 Lakhs		Submitted
2.	Geographical Indications (GI) Significance and Awareness among farmers, Rural Entrepreneurs and Manufacturers: A study with reference to potential GI Products and their Socio Economic impact in Davangere and Chitradurga districts of Karnataka	ICSSR	15 Lakhs		Submitted

Research Publications:	
a) International Journals	
1.	Challenges, Problems, Opportunities and Skills for Successful Rural Entrepreneurship in India Author: Ramesh Chandrahasa - An International Journal PARIPEX - INDIAN JOURNAL OF RESEARCH - Volume : 5 Issue : 6 June 2016 - ISSN - 2250-1991 IF : 5.215 IC Value : 77.65
2.	Make in India and The Revolution of Android Application Development Author: Ramesh Chandrahasa - An International Journal PARIPEX - INDIAN JOURNAL OF RESEARCH - Volume : 5 Issue : 8 August 2018 - ISSN - 2250-1991 IF : 5.215 IC Value : 77.65
3.	Global Warming, Climate Change & Its Management - A Study With Respect To Climate Change in India - Author: Ramesh Chandrahasa - IJSR - INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH - Volume : 5 Issue : 8 August 2016, ISSN No 2277 - 8179 IF : 3.508 IC Value : 69.48
4.	Make in India and Innovations in Technology: A Case of Android Technology. Author: Ramesh Chandrahasa - International Journal of Research in management Studies - Volume : 2 March 2016, ISSN - 2321-4864 IC Value: 77.65
5.	Effect Of Online Sales Promotion On Brand Image Author: Ramesh Chandrahasa - TIJ's Research Journal of Social Science & Management – RJSSM Volume: 08, Number: 01, May 2018, ISSN - 2251-1571 IF : 5.215 IC Value : 77.65
6.	B PLAN ON AGRICULTURAL AND FOOD PROCESSING – CASE WITH RESPECT TO FARM TO HOME B – PLAN Author: Ramesh Chandrahasa - IJETMR -International Journal of Engineering Technologies and Management Research, Volume 5 Issue 3, 11th April 2018 - ISSN - 2454-1907
7.	Effect Of Online Sales Promotion On Brand Loyalty Author2: Ramesh Chandrahasa – AJANTA – UGC Listed No: 40776 Volume: 08, Issue –II, APRIL - JUNE 2019, ISSN - 2277-5730 IF : 5.5 IC Value : 77.65
8.	To study the green accounting & its role in SBE in India. ISSN -1006-7930, IF: 3.7 Journal of Xi'am University of Architecture & Technology.
9.	The effectiveness of online learning: A case study on COVID-19 lockdown Alochana Chakra, ISSN -2231-3990, IF: 6.3
10.	A case study on E- Waste- The Hidden Gold in Toxic Truth in India - International Journal for Innovation Research in Multidisciplinary Field, ISSN -2455-0620, IF: 6.719.
11.	To study the Youth Participation in Small Business Enterprise's with respect to Davanagere International Journal for Innovation Research in Multidisciplinary Field, ISSN -2455-0620, IF: 6.719
12.	An Effect of COVID-19 Pandemic on Global Economy Mukt Shabd Journal. ISSN -2347-3150, IF: 4.6
13.	Analysis and study the roll played by Financial Institutions in the Development of SBE The International journal of analytical and experimental modal analysis. ISSN -2348-2397.
14.	A Study on difficulties faced by rural women entrepreneurs in India International Shodh Saritha. ISSN- 2348-2397.
15.	A Study on Strengthening economic power by rural entrepreneurs with special reference to Davanagere district- International Shodh Sanchar Bulletin. ISSN -2229-3620.

16.	A Global Shutdown has Positive effects on environment: A case study on COVID19 pandemic. International Shodh Sarita ISSN -2348-2397
17.	A study on management students' attitude towards Entrepreneurship: with special reference to Davanagere university – International Sambodhi. ISSN - 2249-6661. IF: 5.80
18.	A Study on Techers Performance Management Systems with special reference to Davangere University. International Shodh Sanchar Bulletin. ISSN -2229-3620.
19.	Consumer Satisfaction towards Swiggy Digital Food Application Service: A analytical study with special reference to Karnataka. International Shodh Saritha- ISSN- 2348-2397
20.	A Study on consumer behaviour and satisfaction towards AMUL products with special reference to Davangere City. INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS (IJRAR). E-ISSN 2348-1269, P- ISSN 2349-5138. IF: 5.75
21.	A Study on customer satisfaction towards MCDONALDS with special reference to Bangalore City INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS – IJCRT. ISSN: 2320-2882. IF: 7.97
b) National Journals	
1.	
c) International Conference	
1.	A study on management students' attitude towards Entrepreneurship: with special reference to Davanagere. A virtual International conference on Reimagining entrepreneurship and Corporate governance in the digital era. Samshodhana, School of Commerce, Jain University
d) National Conference	
1.	Make in India and the Revolution of Android Application Development Author: Ramesh Chandrahasa - National Conference GBS, Hubli - August 18, 2015.
2.	Make in India and Innovations in Technology: A Case of Android Technology Author: Ramesh Chandrahasa - National Conference Davangere University National Conference - 17 December, 2015
3.	Global Warming, Climate Change & Its Management - A Study With Respect To Climate Change in India Author: Ramesh Chandrahasa - National Conference, IBMR, Hubli - 13 February 2016
4.	“TO STUDY THE GREEN ACCOUNTING AND ITS ROLE IN SMALL BUSINESS ENTERPRISES IN INDIA” Author: Ramesh Chandrahasa - National Conference GFGC, Channagiri - National Conference – 14 & 15 December, 2018.
5.	“Analysis and study the Roll played by Financial Institutions in the Development of Small Business Enterprises Author: Ramesh Chandrahasa - National Seminar SSSSGFGC & PG Centre, Channagiri - National Conference – 14 & 15 December, 2018.
6.	“TO STUDY THE YOUTHS PARTICIPATION IN SBE’S WITH RESPECT TO DAVANGERE” Author: Ramesh Chandrahasa - National Seminar SSSSGFGC & PG Centre, Channagiri - National Conference – 14 & 15 December, 2018.
7.	The effectiveness of online learning: A case study on COVID-19 lockdown. AICTE sponsored 2 days National E- Conference on “Innovations in Management Teaching And Research Methods”. Vaagdevi College of Engineering, Hyderabad
8.	A case study on E- Waste- The Hidden Gold in Toxic Truth in India

	AICTE sponsored 2 days National E- Conference on “Innovations in Management Teaching And Research Methods”. Vaagdevi College of Engineering, Hyderabad
9.	Impact of Online Sales Promotion on Brand Image- Emerging Trends In Business & Economy. AIT, Chikkamagalur

Book Published / Book Chapters Published:

➤ **Title : Role and significance of local self-government in disaster management with a special Emphasis on COVID-19 in Mandya District**
Topic : Book
Authors : Dr. Ramesh Chandrahasa
Publisher : LAMBERT PUBLICATION (International).

➤ **Title : Legal Aspects for Managers**
Topic : Book
Authors : Dr. Ramesh Chandrahasa
Publisher : Current Publications. ISBN: 978-93-91542-30-6

Research Guidance Details (MPhil/PhD):

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

Conference/ Workshops/Trainings attended/organized:

International/National Conferences:

1. **Gyan Sangam 2019** - Two Day National Conference participated at KLE Tech University Hubballi, held on 14th & 15th Feb 2019
2. **15th Kannada -Vijnana-Andolana-Karnataka**, Participated as a Member on 15/17 Sept 2019, Davangere university
- 3.
- 4.
- 5.

Workshops/Seminars/Symposium Attended:

1. **8 Days Microsoft ERP / CRM Workshop at Varnaaz Technologies, Bangalore.**
2. **Examination Guidance to crack NTA- NET/SET. SES- SHMD, College of Commerce.**
3. **Education 4.0-Season II. ACE, Mumbai**
4. **How to catalyse our Potential in lockdown & Emotion-Focused Therapy. IMS, Davangere University**

Training Programme :			
Sl.No	Programme	Duration	Organised by
1	Orientation Program	21 Days	HRDC – Karnatak University, Dharwad
2	Refresher Course- Applications of Statistical Techniques in Real World	15 Days	UGC- PMMMNMTT Ramanujan College, University of Delhi
	MOOC (SWAYAM) - MIS	60 Days	MHRD- NPTL
	Two Week FDP (Graded A+)- Advanced Concepts for Developing MOOCS	16 Days	UGC- PMMMNMTT Ramanujan College, University of Delhi
	Aspects of Business Management- Online Short term certificate course cum Workshop (Graded A++, 261/200)	15 Days	Sanatan Dharma College, Ambala Cantt
3	Entrepreneurship, Incubation and Innovation	ONE WEEK	UGC_HRDC, Delhi
4	Role of teachers in quality enhancement and accreditation	ONE WEEK (8 day)	Kristu Jayanti College, Bangaluru
5	International E- Conference in Plants Science	ONE WEEK	Dept of Botony, DU
6	National Level Computer Literacy Program	ONE WEEK	GFGC, Harihara
7	Application of Analytics in the area of Management	ONE WEEK	R V Institute of Management, Bangalore
8	New Paradigms in Higher Education in India	ONE WEEK	HRDC – Karnataka University, Dharwad
9	New Paradigms in Management Education	ONE WEEK	GFGC, Vijanagara, Bangalore
10	Faculty Improvement Programme on Research Methodology	10 Days	Perna College of Commerce, Nagpur, Maharashtra.
11	Cyber Security	ONE WEEK	AICTE –(ATAL) Academy at KLE Technological University, Hubballi

DAVANGERE UNIVERSITY

12	Understanding organizational behaviour from managerial perspective	ONE WEEK	AICTE –(ATAL) AICTE Training and Learning Academy
13	Short term course Research Methodology	ONE WEEK	UGC_HRDC, SPU, Gujurat
14	Short term course Industry 4.0	ONE WEEK	AICTE, GITDM, Belagavi
15	Management Information System	ONE WEEK	AICTE –(ATAL) AICTE Training and Learning Academy
16	National Level Changing Aspirations in Dynamic Scenario	10 Days	GFGC, Bangalore
17	Impact of COVID-19 on Indian Economy & Industry	ONE WEEK	RCU, SRFGCC, Belagavi
18	Dynamic Transformation of Innovative Teachings	ONE WEEK	AICTE –(ATAL) VAAGDEVI,CE

Achievements/Awards / Abroad visit / Professional Membership

1.	International Certification on JAVA 6.0 Oracle Sun certified
2.	Abroad visit – Academic Industrial Visit 1) Dubai 2) Abu Dhabi 3) Sharjah 4) Singapore 5) Malaysia 6) Sri Lanka
3.	

Personal Details

Gender	Male	
Contact details	Address for Communication	Permanent address
	Dr. Ramesh Chandrasa, <i>Institute of Management Studies (MBA), Davangere University, Davangere - 577002</i>	Dr. Ramesh Chandrasa, <i>Institute of Management Studies (MBA), Davangere University, Davangere - 577002</i>

Electronic address	<p>Telephone- Mobile : 7892705612 Home : 7829454531</p> <p>E mail : drrcmay@gmail.com ramesh@davangereuniversity.ac.in</p> <p>Website: Google Scholar Link : https://scholar.google.com/citations?view_op=new_profile&hl=en</p> <p>ResearchGate Link : https://www.researchgate.net/profile/Ramesh_Chandahas</p> <p>Vidwan-ID : 222244</p> <p>Orcid Id: https://orcid.org/0000-0001-5522-2012</p>
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