

NAME : SANTOSH BOMMANAVAR
 Designation : ASSISTANT PROFESSOR
 Department : INSTITUTE OF MANAGEMENT STUDIES
 DAVANGERE UNIVERSITY, DAVANGERE
 Qualification : MBA, PhD
 Areas of Specialization : MARKETING
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Professional Details (Academic/Research Experience)					
Sl. No.	Designation	Institution/University	UG/PG	From	To
1	Lecturer	S.M.E Society, Gadag	UG	Jan 2012	March 2015
2	Lecturer	Samarth Degree College, Hubli.	UG	April 2015	Oct 2015
3	Assistant Professor	Davangere University	PG	May 2019	Till date

Areas of Research Interest:	
1.	Marketing Management, Consumer Behavior, E- Commerce, Advertisement
2.	Human Resource Management, Training and Development

Academic/Administrative responsibilities:	
1.	Training & Placement Coordinator Institute of Management Studies, Davangere University.
2.	BOE Member at Karnataka State Open University, Mysore.
3.	Assistant Nodal Officer and Master Trainer E-Office
4.	IQAC, IQAR, NAAC -Criterion III NAAC preparation Committee member
5.	Geographical Indication Committee Member at Davangere University

Publications	
1	E-Commerce and Apparel Market: Trending Changes on Consumers Preference in India
2	Online Buying Perception towards Online Apparel Market
3	Athleisure Trend really found its footing through online market
4	Affirmative attitude towards online shopping
Workshops/Seminars Conducted:	
1	National Level Four Day Online Course On "Statistical Tools and Techniques for Social Science Research"
2	Three Day FDP on Research Methods & Techniques for Teachers and Scholars
3	Workshop on Copyright and Trademarks