

Position: Vice-Chancellor

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Gender: Male
Date of Birth: 16-Dec-1958



Education Detail

Education Level	Board / University	Institute / School / College	Marks	CGPA	Year
PhD	University of Mysore	B N Badadur Institute of Management Sciences, Manasa Gangotri University of Mysore	0.00	0.00	2012
Subjects / Specialization: Business Administration					
PhD	Indian Institute of Management Technology	FRPM - Indian Institute of Management Technology	0.00	0.00	2005
Subjects / Specialization: Management - Training & Development,					
Post Graduation	MKU- MBA	MKU	60.00	0.00	2009
Subjects / Specialization: HR, Managerial economics, FM, MKTG, Accounting, HRD, OD,					
Post Graduation	CMC - IIM-T	Indian Institute of Management Technology	69.00	0.00	2005
Subjects / Specialization: Finance, marketing, HR, Accounting Personnel Management					
Post Graduation	MA(JMC)- MKU	MKU	53.00	0.00	1997
Subjects / Specialization: Journalism, Mass Communication, Press, Media Radio, Advertising					
Post Graduation	PGDPM- NIPM	National Institute of Personnel management, Kolkatta	55.00	0.00	1996
Subjects / Specialization: Marketing, Finance, HR, Training, OD, HRM					
Diploma	Diploma in Managerial Principles- London	LCCIDIM	0.00	0.00	1994
Subjects / Specialization: PR, Economics, accounting, Management HR					
Post Graduation	London Chamber of Commerce and Industry Examination Board	3rd level 4 series Diploma in Business studies. LCCI &DIM	0.00	0.00	1992
Subjects / Specialization: Public Relations, HR, economics, Advertisement					
Graduation	London, proficiency in Individual subjects	LCCI & EB	0.00	0.00	1992
Subjects / Specialization: Business & Industrial Administration, Commercial Law Mgmt. Accounting, Principles of Management					
Post Graduation	Annamalai University	Annamalai University	49.00	0.00	1992
Subjects / Specialization: PGDPR					
Graduation	Bangaloure University	APS College	50.00	0.00	1980
Subjects / Specialization: Physics, Chemistgry, Mathematics					
Post Graduation	LCCI & EB Ejngland	LCCI-EB England, Proficiency course in individual subjects	0.00	0.00	1994
Subjects / Specialization: economics, public relations					

Work Experience (Total: 42Y 5M)

#	Organization	Designation	From	To	Duration
1	SVMVVSS Institute of Management Studies ILKAL	Director	Dec 2017	Present	8Y 5M
2	Alliance University	Professor	Jan 2016	Nov 2017	1Y 10M
3	Dayananda Sagar University	Associate Professor and HoD	Sep 2007	Sep 2015	8Y 0M
4	ITI Ltd Central government PSU	PRA	Jul 1982	Jul 2002	20Y 0M
5	Rajarajeshwari Institute of MBA & MCA	Assistant Professor	May 2006	Aug 2006	0Y 3M
6	G M Multi systems Limited MNC	General Manager	Aug 2002	May 2006	3Y 9M

Research Publication

#	Title	Journal	Year
1	“A Radical Solution to Unemployment by Government of India – A Critical Study on Education Sector”	International Journal of Advance Study and Research Work (2581 – 5997) / Special Issue - ICROIRT-2020 / September 2020	Sep-2020
2	“Transforming to Digital India Asian Nation – An impact on Economy”	International Journal of Advance Study and Research Work (2581 – 5997) / Special Issue - ICROIRT-2020 / September 2020	Sep-2020
3	Financial Transactions between Friends - Legal or Illegal? – A Case Study”	Brain Booster Articles, Peer-Reviewed and Indexed Journal; ISBN: 978-1636065946, 06.11.2020	Nov-2020
4	Unorganized Workers Security Policy – A Legal Study”	International Journal of Business and General Management (IJBGM) ISSN (P): 2319–2267; ISSN (E): 2319–2275 Vol. 10, Issue 1, Dec-Jan 2021; 27–36	Dec-2020
5	“Jurisdictional Powers of Concerned Authorities for Deduction of Payments Under “The Payment of Wages Act, 1936” – A Case Study"	International Academy of Science, Engineering and Technology (IASET) in "International Journal of Humanities and Social Sciences (IJHSS)	Jun-2020
6	“Components Determining on Consumers to Buy Organic Food Products in Bengaluru- a Study”	IMPACT: International Journal of Research in Business Management (IMPACT: IJRBM)	Apr-2020
7	“The Impact of Guerrilla Marketing On Consumers Buying Behavior”	IMPACT: International Journal of Research in Humanities, Arts and Literature (IMPACT: IJRHAL)	Apr-2020
8	“E-Marketing Through Social Media - A Critical Study”	International Journal of Management and Social Science Research Review, (IJMSRR) Peer Reviewed and Indexed Journal	Jun-2020
9	Economic Empowerment through SHGs”	Influence of Selected Demographic Factors IJRAR-UGC	Jan-2019
10	“Stree Shakthi Scheme Ignites Women Life”	An Empirical Analysis of Political Empowerment COSMAR - Excel Publications ISBN	Mar-2019
11	“An Adaption of Retention Strategies In Select Manufacturing And	International Journal of Advance And Innovative Research	Jan-2019
12	A Critical Literature Review Analysis on Factors Affecting Employee Retention Strategies IT Firms”	International Journal of Advance And Innovative Research	Mar-2019
13	Impact of E-Commerce on Indian Economy”	International Journal of Business and Administration Research Review (IJBARR) Peer-Reviewed and Indexed Journal	Oct-2019
14	“Impact of Self-Help Groups, capacity building measures and perceived tension on women empowerment: An empirical study”	Asian Journal of Empirical Research AJER -ABDC LISTED (C)	Apr-2019
15	“Economic Empowerment Through SHGS”: Influence Of Selected Demographic Factors, 2018	IJRAR International Journal of Research and Analytical Reviews ABDC LISTED (C)	Jan-2019
16	“Exploring Dimension, Perceived Individual Tension and Capacity Building Measure of Women Empowerment in India”	Asian Journal of Empirical Research AJER -ABDC LISTED (C)	Jan-2019
17	Political empowerment through SHGS: Influence of selected demographic factors”	Asian Journal of Development Matters	Jan-2018
18	Psychological Empowerment through SHGs”	Influence of Selected Demographic Factors the International Journal of Indian Psychology	Oct-2018
19	“CRM: A new business strategy for future Retailer Industry”	National Conference on Global Strategies for inclusive Growth	Jan-2017
20	“Revering The Differences At Workplace: Impact of Attitudes and Job Satisfaction in Service Sectors”	TRANS STELLAR (TJPRC) in International Journal of Human Resource Management and Research (IJHRMR) Indexed Copernicus Value (ICV) – (2016): 61.65	Jan-2016

21	“An Appraisal of Legal Response to Protect The Interest of The Public During A Lockdown (Covid-19 Pandemic)”	International Academy of Science, Engineering and Technology (IASET) in "International Journal of Business and General Management (IJBGM) Indexed Copernicus Value-ICV:2017: 50.29	Jul-2016
22	A study on the future of Retail Sector in India”	International journal of commerce and management Research	Dec-2015
23	Stress and coping among management college teachers: A comparative study of technical, non-technical and deemed university of Karnataka”	Asia Pacific Journal of Research	Oct-2015
24	Role of employees in the Corporate Governance; A study on Balance score card approaches”	International journal of Business and Administration Research Review	Dec-2014
25	Landscape of Transfer Pricing in India”	The international context, International journal of Business and administration research Review	Oct-2014
26	“Integrated Performance Measurement Model for Organizational excellence: A Development Guide”	International Journal of Applied Management and Business Utility (IJAMBU)	Mar-2014
27	“The Impact of stress on Human health and Performance”	National Conference on recent Trends in Management (NCRTM-14)	May-2014
28	“Emerging issues in electronic Human Resource Management (E-HRM)”	National conference on Future challenges and innovative trends in global business environment	Sep-2013
29	Study of employees and Management perception on Communication Effectiveness strategies as employee Retention strategies”	International journal of multidisciplinary science and Research	Oct-2013
30	Perception of employees and management towards HRIS module with Age level of respondents in KPCL Company”	Asian journal of development matters	Jun-2012
31	“Perception of employees and Management towards HRIS Module with department levels of respondents in KPCL Company”	Pezzottaite Journal International journal of Organizational Behaviour & Management perspectives, referred quarterly journal	Dec-2012
32	Dynamics of Retention: Practices and Strategies, SCMC Journal of Indian Management”	SCMC journal Cochin	Oct-2011
33	“Hierarchical analysis of employee’s Retention Strategies among Indian and Multinational companies”	International journal of Research in Computer Application and Management	Jul-2011
34	Perception of employees and management towards HRIS module with gender level of respondents in KPCL”	Calyx journal of Business Management	Dec-2011
35	“A Study of employee and management perception on Orientation Strategies as Employee Retention strategies”	Asia Journal of Development Matters	Jun-2011
36	“Multi-tier view of employee retention strategies in Indian and Global companies – A Critical appraisal”	International journal of Research in Commerce & Management (IJRCM)	Sep-2011
37	Anti-High Attrition Strategies in IT Industry”	Mangal may Journal of Management & Technology	May-2008

Published Books / Chapters

#	Book Title	Publisher	Institution
1	Emerging Trends in Corporate PR	Bharatiya Vidya Bhavan PR Education	Bharatiya Vidya Bhavan
2	A Radical Solution to Unemployment by Government of India – A Critical Study on Education Sector	Asian Journals Books	governmnet organization
3	Transforming to Digital India Asian Nation – An impact on Economy	Asian journals Books	Asian school of PR
4	Birsa Munda Chapter	Birsa Munda Publication	Government referrals

Administrative Experience (Total: 12Y 2M)

#	Post	Institution	From	To	Duration
1	Director	SVMVVSS Institue of Management Studies ILKAL	Dec 2017	May 2026	8Y 5M
2	General Manager	G M Multi systems	Aug 2002	May 2006	3Y 9M

International Experience

#	Organization / Body	Experience
1	lincoln unviersity Malasia	PhD Guide,

Leadership Experience

#	Brief Description
1	started 3 year LLB Degree Course

Statutory Authorities

#	Institution	Statutory Forum	From	To
1	SVMVVSS Institute of Management Studies	Director, care for PF, ESI, antiragging, university, AICTE, Government	Dec 2017	May 2026