



## P.E.S. College of Engineering, Mandya



### Faculty Profile

#### General

Name	<b>Dr. SOMASHEKAR. P</b> BE,MBA[Marketing],MTech[Engineering Management], PhD[Soft Skills], PGDHRM	
Designation,	Professor	
Department & Affiliated Institution	Professor Department of MBA PESCE, Mandya	
Research Area	Marketing & HR	
Contact Number	99863 99572	
Email ID	shekarsoman@rediffmail.com	

#### Academic Profile

##### Educational Qualifications

Degree	College	University	Year of Passing	% ge	Class
BE	SJCE, Mysore	Mysore University	1995	69.7	I
MBA	Mysore University	Mysore University	1998	60.7	I
MTech	SJCE, Mysore	VTU, Belagavi	2005	83.3	FCD
PhD	SJCE, Mysore	VTU, Belagavi	2011		

##### Research Achievements/Awards

Ph. D / M.Sc., Engg./M/Phil	Ph. D - Nil	M.Sc., Engg./M/Phil - 01
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##### Professional Experience

Organization & Department	Designation	Period	Total of Experience
VVIET, Mysore	Lecturer	07-05-1999 to 11-07-2008	9.5 Years
PESIT, Bangalore	Assistant Professor	04-08-2008 to 02-09-2008	One month
VTU, Belgavi	Special Officer	04-09-2008 to 15-09-2010	2.1 Years
PESIT, Bangalore	Assistant Professor	16-09-2010 to 30-11-2011	1.2 Years
PESIT, Bangalore	Associate Professor	01-12-2011 to 04-08-2012	0.9 Years
PESCE, Mandya	Associate Professor & Head	06-08-2012 to 07-10-2013	1.2 Years
PESCE, Mandya	Professor & Head	08-10-2013 to 04-06-2021	8 Years
PESCE, Mandya	Professor	04-06-2021 to Till date	--
Industrial Experience			1 Year

##### Report of Work for the Academic Year : 2019-20

Academics	Description of Academic records
Teaching Records (Details of courses taught)	Rural Marketing, Retail Management, Organizational Behaviour, Marketing Management, HRM, Entrepreneurship Development, International Marketing Management

##### Research Guidance (Ph.D /; Students awarded & pursuing )

Degree	Awarded	Pursuing
Ph. D	-	3
M.Sc Engg./ M/Phil	1	-

Sponsored Research Projects (List of Projects taken up /completed and funds receiver & funding sources)			
Project Title	Project Funded by	Grants Sanctioned	Grants Received
-	-	--	-
Research Publications in Refereed Journals and Conferences			
No. of Publications in	National	International	
Journals	1	13	
Conferences	2	3	
Other Important Responsibilities held in the College			
1. Head of the department of MBA			
2. BoS and BoE Chairman			

## DR.SOMASHEKAR.P

### Author's Publications:

#### International Journal – 12 nos

1. Somashekar P, Mahesh A S, A Study on Soft Skills for Engineers and its correlations with Reference to Engineering Students in Mysore City, Shanlax International Journal of Management, A Peer- Reviewed- Scholarly Indexed Quarterly Journal, P-ISSN:2321-4643, E-ISSN-2581-9402, Vol-10, N0-3, January 2023.
2. Mahesh A S, Somashekar P, Ramanathan K V Retaining Key Employees in the Manufacturing Sector with reference to selected industries in Mysore district,Karnataka, Empirical Economics Letters, A monthly International Journal of Economics,Vol 20(Special Issue 1)(October 2021)ISSN-1681 8997-Indexed in Econlit and included in Cabell's Directory-Further ERA accredited and included in the ABDC Journal quality list.
3. Mahesh A S, Somashekar P, Ramanathan K V Career Management in Manufacturing sector with reference to select industries in Mysore District- Karnataka, published in International Journal of Psychosocial Rehabilitation, Vol 24, Issue 06,2020, ISSN:1475-7192 [SCOPUS JOURNAL]
4. Mahesh A S, Dr.Somashekar P Analytical study on Employee satisfaction with reference to Shaswathi Plastics, Published in International Journal of Emerging Technologies and Innovative Research-UGC ID:63975 ISSN:2349-5162, Page no 127-133, 2019
5. Mahesh A S, Dr.Somashekar P An empirical study on Risk and Return analysis of selected Indian Companies and their portfolio constructions, Published in International Journal of Emerging Technologies and Innovative Research-UGC ID:63975 ISSN:2349-5162, Page no 184-188, 2019
6. Dr.Somashekar P A Model Approach For Soft Skills Development, published in International Journal Of Technology and Business Management (IJTBM) ISSN 2319-6815 in April - June 2018, Vol-7, Issue – 2, Page no 17-21.
7. Mahesh A S, Dr.Somashekar P A Study on the Importance and Necessity of Entrepreneurship Development Programme. Published in Asia Pacific Journal of Research – A peer reviewed international journal - Impact Factor 6.58 - Print ISSN 2320-5504; Online ISSN 2347-4793 Special Issue – January 2017
8. Mahesh A S,Dr. Somashekar P A Study on Employee Satisfaction with reference to Performance appraisal at Sys Information Healthcare Pvt Ltd, Mysore, Journal of Advance Business Management, Eissn-2395-7441/Pissn-2395-7328/Vol 2/Issue 01/Jan-Mar 2016.
9. Dr.Somashekar.P, Dr.K.Tharaka Rami Reddy, Dr.KV.A.Balaji “Essential Dimensions of Soft skills for Professional Students”, International Journal of Decision Making in Management, ISSN 2319-6793, July - September 2015
10. Mahesh A S, Dr.Somashekar P A Study on Employee Satisfaction at “GOKALDAS EXPORTS” Srirangapatna , Mandya District ,Karnataka State, published in International Journfal Of Technology and Business Management (IJTBM) ISSN 2319-6815 in July - September 2015.
11. Mohan N, Dr.Gajendra Naidu, Dr.Somashekar.P A Study on Re Positioning of Modern Retail Malls in India with respect to Green Buildings, International Journal of Commerce and Management Research [PIJCMR], Print ISSN:2321-3604, Online ISSN:2321-3612, Impact factor: 2.532, in Oct-December 2015

12. Mohan N,Dr.Somashekar.P Impact of Marketing mix strategies to relaunch sick supermarkets with new business models in rural areas, Journal of Advances in Business Management, Print ISSN:2395-7328, Online ISSN:2395-7441, IBI Factor 2015- 2.8, in Oct-December 2015

#### **National Journal- 1 no**

1. K.V.A.Balaji, Somashekar.P A Comparative Study of Soft Skills among Engineers, ICAI University Journal of Soft Skills, Sep – Dec 2009, Vol III Nos 3 & 4

#### **International Conference – 3 nos**

1. A Study On Employee Training and Development at DPK ENGINEERS PVT LTD , Bangalore . ISBN-978-93-83302-07-9. Inter National Conference on “Managing Human Resources At Work Place” On 4<sup>th</sup> and 5<sup>th</sup> December 2015, held at SDM Institute for Management Development, Mysore, Karnataka.
2. Role of Human Resource In Business Strategy. ISBN-978-93-83302-01-7. Inter National Conference on “Managing Human Resources At Work Place” On 5<sup>th</sup> and 6<sup>th</sup> December 2014, held at SDM Institute for Management Development, Mysore, Karnataka.
3. Managing Work Place Gossips with Work Life Balancing. ISBN-978-81-922146-5-8. Inter National Conference on “Managing Human Resources At Work Place” On 13<sup>th</sup> and 14<sup>th</sup> December 2013, held at SDM Institute for Management Development, Mysore, Karnataka.

#### **National Conference – 2 nos**

1. A Study on Retaining Talent in the Manufacturing Sector with Reference to Select Industries in Mysore District – Karnataka published by Department of Studies and Research in Commerce is hosting a national conference on the occasion of Azadi ka Amrit Mahotsav “Digitalization as a Vehicle for Organizational Effectiveness” on 19th March 2022
2. A Study on high inflation and alternative sources of energy –ISBN:978-81-923332-2-9 National Conference on “Global Opportunities and challenges for Innovation and Creativity” on 22<sup>nd</sup> November 2013, held at Nagarjuna college Of Engineering and Technology, Bangalore-Karnataka

#### **Faculty Development Programmes and Work shops –33 nos**

1. Participated in IP Awareness/Training program under “National Intellectual Property Awareness Mission” on February 16,2023, Jointly Organized by Intellectual Property Office and MoE's Innovation Cell, India
2. Participated in Four day Virtual workshop on Basic Data Analysis and its interpretation using SPSS for beginner Conducted from 16 th to 19 th January 2023 organized by Primax Education Academy, Bengaluru.
3. Participated in One day International webinar on Digital divide in the context of Ethical issues jointly organized by the IQAC Rani Anna Govt college for women, Tirunelveli & Globethics.netindia on 20 Dec 2022.
4. Participated in Five day Faculty Development Program on Teaching methodologies through experiential learning in commerce and management- A step towards NEP from 5 to 9 Dec 2022, Organized by Bhavan’s Vivekananda college of Science, Humanities and Commerce, Secunderabad.
5. One week faculty development programme on The Overview of Indian Capital market & Indian economy June 6-13, 2022, organized by Department of Accountancy & Business Statistics, Mohanlal Sukhadia University Udaipur[Rajasthan] & Bombay Stock Exchange Brokers forum, Mumbai
6. One day faculty workshop on NBA updates on 27 April 2022, organized by PES College of Engineering, Mandya.
7. A webinar on Entrepreneurship & Simplicity organized by PGDOMS, PESCE, Mandya on 7 Feb 2022
8. A webinar on Transformation from Student to an Aviator on 22 March 2022 organized by Soundarya Institute of Management and Science.
9. Participated in One day workshop on Research Guides Meet 2020 organized by PET Research Centre on 22<sup>nd</sup> of January 2020, Sponsored by TEQIP-III at PESCE , Mandya

10. Participated in One Week Faculty Development Programme on Synthesis, Characterization and Application of Advanced Materials organized by Department of Mechanical Engineering , PES College of Engineering, Mandya from 27<sup>th</sup> to 31<sup>st</sup> January 2020, Sponsored by TEQIP-III.
11. Participated in One day webinar on NEP 2020: Paradigm Shift in Higher Education on 28<sup>th</sup>
12. August 2020 organized by New Horizon College, Kasturinagar, Bangalore.
13. Participated in One day webinar on Changing HR Dynamics in the Current work place Practices on 11<sup>th</sup> June 2020 organized by Dr.Kariappa College, Bangalore.
14. Participated in One day webinar on Application of Augmented & Virtual Reality in Education on 31<sup>st</sup> August 2020 organized by MIT, Mysore.
15. Participated in One week FDP on Recent Advances in Renewable Energy Technology organized by Department of Electrical and Electronics Engineering on 22<sup>nd</sup> and 26<sup>th</sup> of July 2019 Sponsored by TEQIP-III at PESCE , Mandya
16. Participated in Two day workshop on Data Analysis using SPSS organized by PGDOMS on 22<sup>nd</sup>
17. and 23<sup>rd</sup> of April 2019, conducted at PESCE, Mandya
18. Participated in One day symposium on AICTE model curriculum for Management Program [MBA & PGDM] on 10<sup>th</sup> of July 2018, Organized by Siddaganga Institute of Technology, Tumakuru.
19. Participated in Two day workshop on Project Management organized by Department of Civil Engineering on 6<sup>th</sup> and 7<sup>th</sup> of April 2018, Sponsored by TEQIP-III at PESCE , Mandya
20. Participated in Two day workshop on Data Analysis using SPSS organized by PGDOMS on 26<sup>th</sup> and 27<sup>th</sup> of March 2018, conducted at PESCE, Mandya
21. Participated in Two day workshop on Holistic Approach to Research organized by PET Research Foundation on 20<sup>th</sup> and 21<sup>st</sup> of July 2017, Sponsored by TEQIP-II at PESCE , Mandya
22. Participated in Two day workshop on Data Analysis using SPSS organized by PGDOMS on 7<sup>th</sup> and 8<sup>th</sup> of March 2017, conducted at PESCE, Mandya
23. Participated in one week MDP on “Nurturing Academicians Towards Excellence” conducted from 4<sup>th</sup> to 8<sup>th</sup> July 2016 Sponsored by TEQIP at PESCE , Mandya
24. Participated in Two day workshop on Lean Manufacturing organized by Industry Institute Interaction cell on 29<sup>th</sup> and 30<sup>th</sup> of January 2016, Sponsored by TEQIP at PESCE , Mandya
25. Participated in one week FDP on Basic Pedagogy for Technical Teachers conducted from 6<sup>th</sup> to 10<sup>th</sup> January 2015 Sponsored by TEQIP at PESCE , Mandya
26. Participated in Five day FDP on Emerging Trends in e-Resources Management and Services conducted from 17<sup>th</sup> to 21<sup>st</sup> August 2015 Sponsored by TEQIP at PESCE , Mandya
27. Participated in One Week Faculty Development Programme on Quality Policies and Practices in Indian Industries organized by Department of I & P , PES College of Engineering, Mandya from 27<sup>st</sup> to 1<sup>th</sup> September 2015, Sponsored by TEQIP.
28. Participated in One Week Faculty Development Programme on Renewable Energy Sources and Emerging Technologies (RESET) organized by Department of Mechanical Engineering , PES College of Engineering, Mandya from 1<sup>st</sup> to 5<sup>th</sup> September 2014, Sponsored by TEQIP.
29. Participated in Two Days Faculty Development Workshop on Out Come Based Education held at PES College of Engineering, Mandya on 23<sup>rd</sup> and 24<sup>th</sup> July 2013 Sponsored by TEQIP.
30. Business Research Methods conducted at IFIM Bangalore, 2 Day Program.
31. Strategic Leadership for Excellence conducted by International Academy for Competency Enhancement, 2 Day program, Feb 1 & 2, 2013.
32. Strategic Development Plan 2013-2020 conducted by International Academy for Competency Enhancement, 2 Day program.
33. Principles and Practices of Finishing School for Employability conducted at PESCE Mandya, One day program under TEQIP.

**Citations – 1 nos**

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**Soft Skills Competency among OUSL Graduates- Employers' Perspective**

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