

Dr. A.C. Kiran Kumar

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July 2023

Professional Experience

- Presently working with **P.E.S College of Engineering** (An autonomous institution under Visvesvaraya Technological University, Belagavi), as Associate Professor, Research Supervisor, Placement Officer and NSS Programme officer in the **Department of Management Studies** from December 2019 to till date (As Assistant Professor from September 2012 to November 2019).
- Worked with **TTL College of Business Management, Mysore** (Affiliated to University of Mysore), as Assistant Professor in the **Department of Management Studies** from October 2011 to August 2012.
- Worked with **Indian Institute of Management (IIM), Bangalore**, as an Academic Intern (Research and Teaching fellow) in the area of **Marketing** from August 2009 to September 2011.
- Worked with **GSSS Institute of Engineering & Technology for Women** (Affiliated to VTU, Belgaum), Mysore as a Lecturer in the **Department of Management Studies** from February 2008 to July 2009.
- Worked with **AMC College of Engineering** (Affiliated to VTU, Belgaum), Bangalore as a Lecturer in the **Department of Management Studies** from January 2007 to January 2008.
- Worked with **N. Rangsons Marketing Pvt. Ltd**, Mysore as Junior Marketing Executive during the year 2006.

Academic Profile

- **Doctor of Philosophy** from University of Mysore, dissertation work on "**Consumer Behaviour and Marketing strategy of Communication System**".
- **Master of Business Administration** (First Class) from VTU, Belgaum, Karnataka, India.
- **Master of Arts-Economics** (First Class) from KSOU, Mysore, Karnataka, India.
- **Master of Science-Information Science** (Grade B) from KSOU, Mysore, Karnataka, India.
- **Post Graduate Diploma in Software Development** (Grade A) from University of Mysore.
- **Bachelor of Sciences** in Computer Science (First Class) from University of Mysore.

Accomplishments at PESCE, Mandya

- Worked towards recognition of research center, PGDOMS, P.E.S.C.E, Mandya
- Member, BoE & BoS, P.E.S.C.E, Mandya.
- Coordinator, NAAC, P.E.S.C.E, Mandya.

- Nodal officer – Procurement, TEQIP – Phase II, P.E.S.C.E, Mandya.
- Member, Academic Council, P.E.S.C.E, Mandya.
- Conducted and hosted webinar in association with department of ME, P.E.S.C.E, Mandya.

Other Assignments

- Worked with Prof. Nagasimha B Kanagal for the **Post Graduate Program (PGP), Executive Post Graduate Program (EPGP)** courses and **Armed Forces Officers Program (AFOP)** and research. Courses are Marketing Management, Research for Marketing Decisions and Competitive Marketing Strategy.
- Worked with Prof. Seema Gupta for the **Executive Post Graduate Program (EPGP)**, for Strategic Marketing course
- Provided research and teaching support for Prof. YLR Moorthi for the **Post Graduate Program (PGP)** for Brand Management course.

Honor/Recognition

- Fellowship awarded by Indian Institute of Management (IIM), Bangalore for Academic Internship Program (AIP).
- Member, BoE and BoS, P.E.S.C.E, Mandya.
- Member, BoE and BoS, JSSCMS, JSSSTU, Mysore.
- Coordinator, NAAC, P.E.S.C.E, Mandya.
- Nodal officer – Procurement, TEQIP – Phase II, P.E.S.C.E, Mandya.
- Member, Academic Council, P.E.S.C.E, Mandya.
- NSS Programme Officer, P.E.S.C.E, Mandya

Research Publications

1. **“Determinants of Individual Investment Decisions- special reference to Stock Investors in National Stock Exchange” (2022)** with Dr. Girish V and Ms. Bindu K N published in International Journal of Research and Analytical Reviews (IJRAR). Volume 09, Issue 01 (February 2022). Pg. 683 – 693. ISSN: 2349-2138
2. **“Women Entrepreneurs Woes! Government’s Success?”(2020)** with Mr. Mervin Felix Caleb and Dr. Anupam Sundar Published in International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS). Volume: 07, Issue 02 (October 2020). Pg. 147 – 153. ISSN: 2519-7908 (Print) 2348-0343 (Electronic).
3. **“Employee Engagement – Impact of Demographic Variables in Indian it Sector” (2020)** with Mrs. Pooja Nagpal and Dr. H V Ravindra published in Purakala Journal. Volume 31, Issue 32 (May 2020). Pg. 136 – 142. ISSN: 0971-2143
4. **“Does Training and Development Impacts – Employee Engagement?” (2020)** with Mrs. Pooja Nagpal and Dr. H V Ravindra published in TEST Engineering and Management Journal. Volume 83, (March-April 2020). Pg. 19407 – 19411. ISSN: 0193-4120. **Scopus Indexed Journal**
5. **“Perceived Organizational Support and Employee Engagement” (2020)** with Mrs. Pooja Nagpal and Dr. H V Ravindra published in TEST Engineering and Management Journal. Volume 83, (March-April 2020). Pg. 900 – 904. ISSN: 0193-4120. **Scopus Indexed Journal**
6. **“High Performance Work Practices, Role of Engagement and its Outcomes – A Review of Literature Approach” (2020)** with Mrs. Pooja Nagpal published in

Studies in Indian Place Names Journal. Volume 40, Issue 56 (March 2020). Pg. 326 – 337. ISSN: 2394-3114

7. **"The Effect of Perceived High performance Work Practices on Employee Engagement - An Empirical Study on IT Firms in India" (2019)** with Mrs. Pooja Nagpal published in Think India Journal. Volume 22, Issue 43 (December 2019). Pg. 272 – 278. ISSN:0971-1260
8. **"An Empirical Study on Issues and Concerns of Implementation of GST in India" (2019)** with Mrs. Suman T D, Ms. Ayesha Tabassum and Ms. Shruthi P Published in International Journal of Human Resource Management and Research (IJHRMR). Volume 9, Special Issue (April 2019). Pg. 19 – 27. ISSN (P):2249-6874; ISSN (E): 2249-7986.
9. **"Digital Marketing: An Evaluation of Flipkart" (2019)** with Mr. Kiran N G and Ms. Nikhitha H J Published book titled National Conference on Shift in Indian Business Environment – 29-30 March, 2019 by JSS Centre for Management Studies, JSSSTU, Mysore (March 2019). Pg. 41 – 50. ISBN:978-93-5351-884-4
10. **"A Conceptual Framework of Customer Service Strategy Map" (2019)** Published in International Journal of Emerging Technologies and Innovative Research. Special Issue (February 2019). Pg. 134 – 139. ISSN: 2349-5162. UGC reference number: 63975
11. **"An Empirical Study of Factor Contributing towards Adoption of Mobile Banking with reference to Mandya District, India" (2019)**with Mrs. Suman T D, Ms. Sahana S N and Ms. Kavya S T Published in International Journal of Emerging Technologies and Innovative Research. Special Issue (February 2019). Pg. 189 – 193. ISSN: 2349-5162. UGC reference number: 63975
12. **"A Study on Impact of Demonetization on Selected Indices of Indian Stock Market" (2019)** with Mrs. Suman T D, Ms. Vimala and Ms. Aishwarya Jos Published in International Journal of Emerging Technologies and Innovative Research. Special Issue (February 2019). Pg. 194 – 202. ISSN: 2349-5162. UGC reference number: 63975
13. **"Government's Policies of Commercializing Rural Education- A New Perspective towards Educating Rural Youths." (2019) with** Mr. Mervin Felix Caleb and Dr. Ashok Kumar Madhav Published in Asian Journal of Management. Volume: 10, Issue 01 (January-March 2019). ISSN: 0976-495X (Print) 2321-5763 (online).
14. **"A Study on Impact of Demonetization on E-Banking in India" (2018)** with Mrs. Suman T D, Ms. Vimala and Ms. Kavya T K Published in International Journal of Emerging Technologies and Innovative Research. Volume 5, Issue 10 (October 2018). Pg. 191 – 201. Paper Id:JETIRG006024, ISSN: 2349-5162. UGC reference number: 63975
15. **"Make in India" initiative – Emergence of Transformational changes in Labor Employment Market Structure" (2018)** with Mr. Mervin Felix Caleb and Dr. Ashok Kumar Madhav Published in International Journal of Management and Economics. Volume: 01, Issue 25 (September 2018). Pg. 82 – 87. ISSN: 2231-4687. UGC reference number: 64206
16. **"An Empirical Study on Organic Products and Services at Organic Mandya – A Case Study with Special Reference to Mandya District" (2016)** with Dr. Aluregowda and Dr. H V Ravindra published in SDMIMD Journal of Management. Volume: 07, Issue 2 (September 2016). Pg. 51-58.Print ISSN: 0976-0652; Online ISSN: 2320-7906.

17. **"Managing the Multi-Generational "Z" Gen Entrepreneurs" (2016)** with Mohan.N, Dr. Gajendra Naidu published in the Journal of Advances in Business Management (JADBM). Volume: 02, Issue 2 (April-June 2016). Pg. 66-69. eISSN-2395-7441; pISSN-2395-7328. IBI Factor: 2.8.
18. **"A comparative study of Public and Private cellular service providers in Karnataka state - An empirical study using factor analysis"** (2013) with Dr. H.R. Uma published in the International Journal of Marketing and Technology(IJMT), New Delhi. Volume: 03, Issue 10 (October 2013). Pg.233-238. ISSN: 2249-1058.
19. **"Indian Telecom Sector – Witnessing a Revolution"** (2013) with Dr. H.R. Uma published in the IOSR Journal of Business and Management (IOSR-JBM), New Delhi. Volume: 11, Issue 1 (May-June 2013). Pg.62-67. ISSN: 2319-7668.
20. **"An Empirical Study to Understand the Usage Behaviour of Cellular Services – A study in Mysore District"** (2012) with Dr. H.R. Uma published in The International Journal's Research Journal of Social Science & Management, Singapore. Volume:01, No.09, Jan-2012. Pg.220-238. ISSN: 2251-1571.
21. **"The Challenges before Indian marketers and strategies to combat recession"** (2010) with Dr. H.R. Uma published in BMA Journal of Retailing and Marketing, Bangalore. Volume: 01, No.02, Oct-2010. Pg. 40-46.
22. **"An empirical study of customer satisfaction for usage of mobile services in Mandya District"** (2010) With Dr. H.R. Uma published in mySOCIETY, Mysore.

Book/Chapter

- **"Consumer Behaviour and Marketing Strategy"** (December 2011) published by LAP Lambert Publishing GmbH & Co. KG, Saarbrucken, Germany. ISBN: 978-3-8473-0550-7
- Chapter titled **"Conceptualization of Khadi by Gandhiji"** (October 2020) in the book entitled "Multidisciplinary Subjects for Research –II" Vol-1 published in the category of International Chapter Book. First Edition. Published by Redshine Publication, Sweden. Pg. 104-107. ISBN: 978-1-71650-381-8

Webinar/Invited Talk

- Conducted and hosted a webinar talk on title **"Re-Calibrate Yourself during a Pandemic"** on 21st of August 2020 in collaboration with Post Graduate Department of Management Studies and Department of Mechanical Engineering, PESCE, Mandya. Sponsored by TEQIP III.
- Invited webinar talk on title **"Business Etiquettes"** on 21st of November 2020 organized by department of MCA, Maharaja Institute of Technology, Mysore

International and National Conferences/Seminars Attended and Papers Presented

1. Presented a paper on: **"A study of Brand Loyalty towards TATA Passenger car at URS Kar, Mysuru"** at Two day National Conference held on 15th, and 16th December 2021 themed *"India 2030-Creating Clear Vision for Prosperity"* – organised by Department of Management Studies, Jnanavikas Institute of Technology, Bidadi, Bangalore.
2. Presented a paper on: **"MSMEs Expedites Indian Economic Development"** at two day First Online International Conference on *"Continuity, Consistency and Innovation in Applied Sciences and Humanities"* (ICCIASH-2020) organised by Department of Science and Humanities, St. Martin's Engineering College, Dhulapally, Secunderabad, T.S, India on 13th& 14th August 2020.

3. Presented a paper on: **"Assessing the influence of Employee Engagement with Organizational Commitment in IT Sector"** at two day International Conference on *"Rediscovering Management of Business post Covid 19"* organised by CMS, Jain(Deemed-to-be University) on 08th& 09th August 2020.
4. Presented a paper on: **"Employee Engagement – Impact of Demographic Variables in Indian IT Sector"** at Confluence 4.0, 2nd International Conference held on 7th, 8th and 9th May 2020 themed *"Reimagining Business Resilience in Current Economy"* – ICRBR 2K20organised by School of Management, DG Vaishnav College, Chennai.
5. Presented a paper on **"Perceived organizational Support and Employee Engagement"** at International conference on Recent Trends and Innovations in Multidisciplinary Research ICRTIMR-2020 organised by IEC University, Solan District, Himachal Pradesh, India
6. Presented a paper on: **"The Effect of Perceived High Performance Work Practice on Employee Engagement"** at two day **7th International Conference** on Enhancing Business Competitiveness for Sustainable Growth organised by Kristu Jayanthi College, Bangalore on 26th and 27th of September 2019.
7. Presented a paper on: **"Digital Marketing: An Evaluation of Flipkart"** at two day National Conference on Shift in Indian Business Environment organised by JSS Centre for Management Studies, JSSSTU, Mysore on 29th and 30th of March 2019.
8. Presented a paper on: **"An Empirical Study of Factor Contributing towards Adoption of Mobile Banking with Reference to Mandya District, India"** at one day National Seminar on Recent Trends in Business Management organized by Post Graduate Department of Management Studies, P E S College of Engineering, Mandya on 25th January 2019.
9. Presented a paper on: **"A Study on Impact of Demonetization on selected Indices of Indian Stock Market"** at one day National Seminar on Recent Trends in Business Management organized by Post Graduate Department of Management Studies, P E S College of Engineering, Mandya on 25th January 2019.
10. Presented a paper on: **"A conceptual frame work of Customer Service Strategy Map"** at one day National Seminar on Recent Trends in Business Management organized by Post Graduate Department of Management Studies, P E S College of Engineering, Mandya on 25th January 2019.
11. Presented a paper on: **"A Study on Impact of Demonetization on E-Banking in India"** at one day National Seminar on Crisis in the Indian Banking Sector- Issues and Concerns organized by Department of Studies in Commerce and Economics, SBRR Mahajana First Grade College PG-Wing, Mysore on 28th September 2018.
12. Presented a papers on: **"An empirical study to understand the usage behaviour of cellular services"** and **"Understanding the rural FMCG market and Buying behaviour of the rural consumers"** at the National Conference on Emerging Trends in Business Management organized by VELS University, Chennai hosted by Department of Business Administration on 18th and 19th April 2011.
13. Presented a paper on: **"Exploring the measures defining online retail perceived service quality in India"** at the **First International Marketing Conference (MARCON 2010)** held at the Indian Institute of Management (IIM) Calcutta in Kolkata during December 27-29, 2010.

14. Presented a paper on: **"Memorabilia of Failed and Forgotten Brands in India: A Study on Automobile (Passenger Car) Segment"** at a National Conference on Memorabilia of Failed and Forgotten Brands organized by Bangalore Management Academy, Bangalore hosted by Department of Master of Business Administration on 29th and 30th July 2010.
15. Presented a paper on: **"Failed and forgotten brands in India: A Study on Bathing Soap Industry"** at a National Conference on Memorabilia of Failed and Forgotten Brands organized by Bangalore Management Academy, Bangalore hosted by Department of Master of Business Administration on 29th and 30th July 2010.
16. Presented a paper on: **"The challenges before the Indian Marketers"** at a National Conference on Global Economy the Great Meltdown? "Sub-Prime Crisis" The opportunities & Challenges of India's Vision organized by SJB Institute of Technology, Bangalore hosted by Department of Master of Business Administration on 3rd and 4th April 2009.
17. Presented a paper on: **"Job Cuts: Is there a strategy behind Layoffs"** at a National Conference on Global Economy the Great Meltdown? "Sub-Prime Crisis" The opportunities & Challenges of India's Vision organized by SJB Institute of Technology, Bangalore hosted by Department of Master of Business Administration on 3rd and 4th April 2009.
18. Paper accepted on: **"Building Effective Organization for the Future"** at a National Conference on Building effective organization for the future organized by Mount Carmel Institute of Management, Bangalore hosted by Department of Management Studies on 30th and 31st July 2009.

Session Chair

- For five days online FDP on **"Diagnostic Maintenance of Mechanical Systems"** during 08th of November 2021 to 12th of November 2021 organised by department of mechanical Engineering, P E S College of Engineering, Mandya.
- For the International Conference on **"Sustainable Business Management Practices and Social Innovation"** Conducted by SRDC-Vidhyanidhi, CMS, Jain (Deemed-to-be-University) on 30th January 2021.

Workshops/Faculty Development Programmes (FDP's)

FDP's /MDP's

- Participated in one week FDP on **"Recent Advancement in Renewable Technology"** organised by Department of Electrical and Electronics Engineering during July 22nd to 26th, 2019 sponsored by TEQIP-III, P.E.S College of Engineering, Mandya.
- Participated in one week training programme on **"Digital Transformation through e-Governance"** organised by **National Productivity Council, New Delhi** during June 18th to 22nd, 2018 sponsored by TEQIP, P.E.S College of Engineering, Mandya.
- Participated in two week faculty development programme (FDP101x) on **"Foundation Program in ICT for Education"** conducted by IIT, Bombay from 08th of March 2018 to 12th of April 2018 sponsored by MHRD, GoI.
- Participated in one week Management Development Programme (MDP) under TEQIP Phase-II on **"Nurturing Academicians Towards Excellence"** sponsored by TEQIP organised by P.E.S College of Engineering, Mandya from 4th of July 2016 to 8th of July 2016.

- Participated in one week faculty development programme under TEQIP Phase-II on **“Total Quality Management Practices in Power Sector”** sponsored by TEQIP organised by Department of Electrical and Electronics Engineering, P.E.S College of Engineering, Mandya from 28th of June 2016 to 2nd of July 2016.
- Participated in one week faculty development programme under TEQIP Phase-II on **“Quality Policies and Practices in Indian Industries”** sponsored by TEQIP organised by Department of Industrial and Production Engineering, P.E.S College of Engineering, Mandya from 27th of August 2015 to 1st of September 2015.
- Participated in one week **Management Capacity Enhancement Programme** held at The **Indian Institute of Management, Indore (IIMI)** during July 16th to 22nd, 2015 sponsored by MHRD’s National Mission for Teachers and Administrators.
- Participated in one week faculty development programme on **“Renewable Energy Sources and Emerging Technologies (RESET)”** sponsored by TEQIP Phase-II organised by Department of Mechanical Engineering, P.E.S College of Engineering Mandya from 1st of September 2014 to 5th of September 2014.
- Participated in one day faculty development workshop on **“Principles and Practices of Finishing School for Employability”** conducted by P.E.S College of Engineering, Mandya held on 30th July 2013 under TEQIP.
- Participated in two day faculty development workshop on **“Out Come Based Education (OBE)”** conducted by P.E.S College of Engineering, Mandya held on 23rd and 24th July 2013 under TEQIP.
- Participated in two day faculty development workshop on **“Effective Leadership for Excellence”** conducted by P.E.S College of Engineering, Mandya organized by International Academy for Competency Enhancement (IACE), Bangalore held on 15th and 16th July 2013 under TEQIP.
- Participated in one day faculty development workshop on **“Quality Research and Funding”** conducted by P.E.S College of Engineering, Mandya held on 12th July 2014 under TEQIP

Workshops

- Participated in one-day workshop under TEQIP-III on **“Project Proposal for Different Funding Agencies”** sponsored by TEQIP organised by P E T Research Foundation, P.E.S College of Engineering, Mandya on 21st September 2019.
- Participated in two-day workshop on **“Data Analysis Using SPSS”** organised by PGDOMS, P.E.S College of Engineering, Mandya on 22nd& 23rd of April 2019.
- Participated in one-day workshop under TEQIP Phase-III on **“Research Literacy: Academic Writing, E-Resources and Research Quality Indicators”** sponsored by TEQIP organised by P E T Research Foundation, P.E.S College of Engineering, Mandya on 22nd September 2018.
- Participated in two-day workshop under TEQIP Phase-III on **“Project Management”** sponsored by TEQIP organised by Dept. Of Civil Engineering in association with CADD Centre, Mandya (Synergy School of Business Skills, Bangalore), P.E.S College of Engineering, Mandya on 06th& 07th of April 2018.
- Participated in two-day workshop on **“Data Analysis Using SPSS”** organised by PGDOMS, P.E.S College of Engineering, Mandya on 26th& 27th of March 2018.
- Participated in two-day workshop on **“Data Analysis Using SPSS”** organised by PGDOMS, P.E.S College of Engineering, Mandya on 07th& 08th of March 2017.
- Participated in two-day workshop under TEQIP Phase-II on **“Holistic Approach to Research”** sponsored by TEQIP organised by P.E.T Research Foundation, P.E.S College of Engineering, Mandya on 20th& 21st of July 2016.

- Participated in two-day workshop under TEQIP Phase-II on **“Lean Manufacturing”** sponsored by TEQIP organised by Industry Institute Interaction Cell, P.E.S College of Engineering, Mandya on 29th & 30th of January 2016.
- Participated in one-day regional workshop on **“Web Based Student, Faculty and Staff Satisfaction Survey”** organised by SPFU, Karnataka and M.S. Ramaiah Institute of Technology, Bangalore in association with National Project Implementation Unit (NPIU), New Delhi held on 23rd September, 2014.
- Participated in one-day workshop on **“Procurement Practices”** conducted by SPFU (TEQIP-II), Tamilnadu in association with P.S.G College of Technology, Coimbatore held on 22nd August 2014.
- Participated in one-day workshop on **“Environmental Management Framework”** conducted by SPFU (TEQIP-II), Tamilnadu in association with Government College of Technology, Coimbatore held on 21st August 2014.
- Participated and presented on the topic of “Good Governance”. TEQIP workshop on **“Sharing of Best Practices”** Organised by SPFU, Karnataka and Hosted by BVB CET, Hubli held on 10th and 11th July 2014
- Participated in a two-week ISTE workshop on **“Database Management Systems (DBMS)”** conducted by Indian Institute of Technology (IIT), Bombay from 21st to 31st May, 2013 under the National Mission on Education through ICT (MHRD).
- Participated in three day workshop on **“Soft skills and Personality Development”** conducted by P.E.S College of Engineering, Mandya organized by Postgraduate Department of Management Studies, held on 26th, 27th and 28th March 2013.

Projects Submitted

- Project Titled: **“ Sustainable Technologies for the Utilization of Agricultural Stubble and Commercialization of the End Products”** submitted to Department of science and Technology, Government of India, New Delhi along with Dr. L Prasanna Kumar, Dr. Rupesh and Dr. K J Mahendrababu.
- Project Titled: **“Problems and Prospects of Women Entrepreneurship with Special Reference to MSME’s in the State of Karnataka”** submitted to All India Council for Technical Education, Government of India, New Delhi along with Dr. Pooja Nagpal

Ph.D Awarded

| Name | Title | Registration | Remarks |
|-----------------------------------|--|--------------|--|
| Mrs. Pooja Nagpal (4PS16PBJ01) | “Employee Engagement and Organizational Commitment in Selected IT Firms” | 28.07.2016 | Awarded 03 rd April 2021 |

Current Ph.D Scholar

| Name | Title | Registration | Remarks |
|--|--|--------------|----------------------------------|
| Mr. Mervin Felix Caleb (4PS17PBS01) | “An evaluation of Government of India policies and programmes for Rural Entrepreneurs with special reference to Mysore District” | 10.05.2017 | Completed Pre-Comprehensive viva |
| Mr. Kiran N G (4OS20PBA02) | Customer Buying Behaviour and Purchase intention of Organic Products – A study with reference to Karnataka State | 31.12.2021 | Provisional Registration |
| Mr. Thirtha Kumaroji Rao C M | A Study on Socio-Economic Impact of CMKKY (Chief Minister’s Kaushalya Karnataka Youjana) on | 31.12.2021 | Provisional Registration |

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|------------|--|--|--|
| 4PS20PBA04 | Unemployed Youths in Karnataka (Under Kaushalya Karnataka Mission) | | |
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Academic / Administrative Sector Leadership

Technical Committees

- Co-ordinator, One day workshop on Research Literacy: Academic Writing, E-Resources and Research Quality Indicators, PESCE, Mandya dated 22.09.2018.
- Co-ordinator, National Assessment and Accreditation Council (NAAC), PESCE, Mandya during 2016-2018.
- Procurement Nodal Officer, Technical Education Quality Improvement Programme (TEQIP), Phase II, PESCE, Mandya from February 2014 to March 2017.

Academic Committees

- Actively participated and worked as workshop support staff for ISTE Workshop on **"Research Methods in Educational Technology"** conducted by Indian Institute of Technology (IIT), Bombay on 2nd and 9th February, 2013.
- Editorial Committee Member, **"Yantrik"** College Magazine for the year 2014, 2015, 2017, 2018.
- Executive Member, PESCE Staff Association 2013 - 2015.
- Editor, Research Bulletin – 2017, P.E.T Research Foundation, P.E.S.C.E, Mandya.
- Editor, Honoris Centum – 2018, P.E.T Research Foundation, P.E.S.C.E, Mandya

Societal Committees

- Member, Parinati Education Society (R), Bangalore. www.parinati.org
- Faculty Co-ordinator, **Technology Barrier Reduction Program**-Summer Internship for Rural School Students held between 21st April 2014 – 15th May 2014, organized by Foundation for Advancement of Education and Research (FAER) in association with Motorola Solutions Foundation, USA.

Summary of Experience

- Conducting research in the area of: Marketing strategies, Consumer behaviour, and Cellular sector.
- Having experience in research and guiding research scholars towards their Ph.D degree, teaching post graduate as well as engineering graduate students, and guiding students in dissertation work in various management institutions.
- Demonstrated skills in teaching and mentoring students by using interactive discussions.
- Writing academic articles in journals and research oriented magazines of repute.

Courses/Subjects Taught

- Management and Entrepreneurship; Marketing Management.
- Consumer Behavior; Rural Marketing.
- Strategic Brand Management.

Software Proficiency

- Statistical Tools: SPSS and SAS.

Area of Interest

- General Marketing, Consumer Behaviour, Entrepreneurship and Brand preferences.

Job Responsibilities/Task

(A) As Associate Professor:

- Getting involved in research, teaching, guiding research scholars towards their Ph.D and publication.
- Handling personality development programs, group discussions, conducting management games.
- Stress interviews, pre-interview preparations etc.
- Providing placements to students as placement officer.
- Monitoring and evaluating student's portfolios from time to time to facilitate sound knowledge to meet the corporate needs

(B) As Academic Intern:

- As a Teaching Assistant developing course material and referring academic material from peer reviewed journals, the marketing journals/magazine, Financial Newspaper and academic books, reports.
- Working with faculty in course design, Identification, Preparation of course material, research and teaching.
- Support courses for the assigned faculty.

(C) As Junior Marketing Executive:

- Acting as a chain between Head Office to Field working people.
- Formulation of Promoting of Products, Budgeting.
- Identify the various sources of Advertising and counterfeiting
- Building teams to promote the product.
- Recruiting sales executives, Area Sales Manager.
- Training, Motivating and creating job satisfaction among workers.
- Providing promotion based on the performance of individual and to measure the performance appraisal.

Additional Qualifications

- **Post Graduate Diploma in Human Resource Management** from KSOU, Mysore.
- **Diploma in Information Technology** from KSOU, Mysore.
- Underwent commercial practice in Typewriting in English and Kannada at an average speed of 60wpm from KSEB.

Extra-Curricular activities

- Participant in District level Philatelic Exhibition conducted by Indian Postal Department in Mysore and Mandya (II place).
- Participated in drama, dance, debate and essay competitions during my school and college days.

- Organizing Management fests, Cultural fests and participating in various management fests during college days.

Interests

Consulting, Research, Teaching, Technology, Travelling, and Listening to music.

Membership of Professional Bodies

- Life member - The Indian Society for Technical Education (ISTE), New Delhi.

Personal Details

Date of Birth : 06.11.1982
Marital Status : Married
Nationality : Indian
Languages Known : English, Kannada and Hindi.
Parents : Smt. L. Lakshmi and Sri. A.M. Chikkalinge Gowda
Communication address : No. H-339,
Yamuna Marga,
Kaveri Nagara,
Mandya - 571401.
E-Mail : drkiranac@pesce.ac.in
Vidwan id : 305716
Vidwan link : <https://vidwan.inflibnet.ac.in/profile/305716>