

**Dr.G.Arun kumar**  
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H.No-236, Indiranagar Street,  
Post- Palahally,  
Tq- Srirangapatana, Mandya.

## CAREER OBJECTIVE

Seeking the prospect of teaching Management in General and Marketing Management in particular and mould students to be a good professional and to build a sound career in Marketing field with an institute offering excellent career growth where my innovative ideas can be used for the growth.

## Educational Qualification

Examination Passed	Board / University	Year of Passing	Percentage
<b>Ph.D</b>	University of Mysore	2014	--
<b>M.B.A</b>	University of Mysore	2011	68.4
<b>B.B.M</b>	University of Mysore	2009	75.06
<b>P.U.C</b>	Karnataka P U Board	2006	61.16
<b>S.S.L.C</b>	C.B.S.E	2004	58.4
<b>ANY OTHER- (Post graduate Diploma in Financial Management) &amp; (Certificate Course in Office Organization and Management)</b>	Karnataka State Open University	2010	60
	Karnataka State Open University	2008	66

## QUALIFIED EXAMS

- UGC - Junior Research Fellowship in 2010
- Karnataka State Eligibility Test (KSET) in 2012

## DOCTORAL DEGREE

- Title – **Service Quality in Retailing- A Study of Supermarkets in Karnataka** Under the Guidance of Dr.S.J.Manjunath, Department of Management, University of Mysore

## SPECIALISATION:

- Specialized in Marketing Management in BBM and MBA.

**STRENGTHS:**

1	Confidence, Punctual.
2	Hardworking, Self Motivated.
3	Intellectual Skill, Adjustable to Changing Environment

**INTERST**

Reading Newspaper, Management Books, Marketing Journals and Listening to Music.
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**Seminars/Workshops/International and National Conferences Attended/ Chairperson for Conference:**

Sl. No.	Name of the Workshop/Conference/Seminar	Place
1	International Conference on Webometrics, Informetrics and Scientometrics	University of Mysore
2	Workshop on Creating Awareness About Official Statistics in India	University of Mysore
3	One day National Level Workshop on “ Modern Trends in Research Methodology”	Mahajana college, Mysore
4	Two Day State Conference on “Regional Imbalance, Banking Industry and Inclusive Growth in Karnataka / India; A focus on 12 <sup>th</sup> five year plan”.	University of Mysore
5	State Level Conference on “ Achieving Organizational Excellence Through Business Education - Issues and Challenges”	University of Mysore
6	Presented a Paper on “ Innovation in Rural Marketing” in Reverse Innovations Leading to Rural India Transformation: the Best Management Practices at Sambhram Institute of Management, Bangalore, Karnataka	Sambhram Institute of Management, Bangalore
07	Presented a Paper on “Problems and Opportunities of Women Entrepreneur in Mysore District of Karnataka” National Conference On New Vistas In Contemporary Management – Role of Women.	ACM College, Ballari
08	Six Days National Level workshop on Econometrics	Vijayanagara Srikrishnedevaraya University, Bellary
09	Chairperson for International Conference on Global Economy, Finance, Accounting and Banking – A new Paragigm	BITM College,

		Ballari
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### Refresher and Orientation Course Completed-

Sl.No	Course	HRD Centre	Year
1.	Orientation Course	University of Mysore	2013
2.	Refresher Course	University of Mysore	2016

### Papers Presented & Published in ISBN volume

Sl.No	Title of Articles and Conference Organisor
1	“A study on organized retailing with respect with respect to Big Bazaar super center, Mysore” National Conference on Emerging Trends on Management Practices, Organized by the Department of Management Sciences, Sreesaraswathi Thyagaraja College, Pollachi, Tamil Nadu on 3 <sup>th</sup> February 2012.
2	“Lead Bank Scheme and Micro-Finance Credit in Financial Inclusion : A Case Study of Mysore District” National Conference on Emerging Trends on Management Practices , Organized by the Department of Management Sciences, Sreesaraswathi Thyagaraja College, Pollachi, Tamil Nadu on 3 <sup>th</sup> February 2012
3	“ The Influence of Advertising on Consumer Brand Preference” National Conference Challenges in Business Practices, Organized by Bhaktavatsalam Memorial College for Women’s, Chennai, Tamil Nadu on 2 <sup>nd</sup> and 3 <sup>rd</sup> March, 2012
4	“Relevance of Ethics in Business/ Profession” International Seminar on Ethics, Governance & International Financial Reporting Standards, Organized by SDM College, Ujire, Karnataka on 24 <sup>th</sup> and 25 <sup>th</sup> February 2012
5	“ Customer Perception and Satisfaction of Life Insurance – A Case Study of ICICI Prudential Life Insurance, Mysore” National Conference on Contemporary Issues and Challenges in Corporate Excellence, Organized by Nagarjuna College of Engineering and Technology, Bangalore, Karnataka
6	“ Inclusive Growth is Impossible Without Financial Inclusion” National Conference on Contemporary Issues and Challenges in Corporate Excellence, Organized by Nagarjuna College of Engineering and Technology, Bangalore, Karnataka
7	“Consumer Consciousness Towards Green Marketing” National Conference on Global Issues and Challenges in the 21 <sup>st</sup> Century on Emerging International Business”, Organized by Vivekananda Institute of Technology, Bangalore.
8	Marketing of Ethics in Organisation International Conference on Global Paradigm Shifts in Management ICT,ENT and HE, Organised by Sheshadripuram College, Bangalore.
9	National Conference on Corporate Social Responsibility in the New Companies Act 2013 Perspectivs and Challenges, Organized by Vidyavardhaka Frist Grade College, Mysore

10	National Conference on E-Commerce Opportunities and Challenges Organised by Global Business School, Belgaum Presented Paper on Service Quality in Internet Banking – A Study of Customer Satisfaction Towards Canara Bank on 25 <sup>th</sup> and 26 <sup>th</sup> March 2014
11	National Conference on New Vistas in Contemporary Management – Role of Women organised by ASM College Ballari, Presented a paper on Problems and Opportunities on Women Entrepreneur in Mysore District of Karnataka on 29 <sup>th</sup> and 30 <sup>th</sup> January 2014.
12	National Conference on IFRS Organized by Vidyavardhaka Frist Grade College, Mysore presented paper on “Impact of IFRS 16 Lease ” on March 18 <sup>th</sup> and 19 <sup>th</sup> , 2016.
13.	National Conference on Digital Revolution and Management Organised by BIMS, University of Mysore, Mysore presented a paper on Short Message Service Advertising Acceptance by Urban Customers on 16 <sup>th</sup> and 17 <sup>th</sup> March 2018.

### Research Article Published in International Journals

Sl.No	Title of Articles and Published Journal
1.	“Service Quality in Super Markets: A Study of Consumers Satisfaction in Apparel Retailing” IOSR Journal of Business and Management, ISSN – 2278-487X, Volume 2, Issue 5 (July –August 2012)
2.	“A Study of Retail Service Quality in Organized Retailing” International Journal of Engineering and Management Science, ISSN - 2229-600X, Volume (3)3, 2012. Impact Factor- .0467
3.	“Measuring Retail Service Quality at Discount Stores” VSRD International Journal of Business and Management Research, ISSN – 2231-248X, Volume (2) 8, 2012.
4.	“Retail Service Quality With Respect to Supermarket in Mysore City” Published in IJMRA journal for September 2012 issue.ISSN-2249-1058, Volume(2), Issue -9
5.	“Advertising Influence on Consumer Purchase and Satisfaction – A Study of Vodafone Advertisement” Published in IJMFSMR Journal for September issue.ISSN : 2277 6788
6.	“Service Quality in Fashion Retailing” Published in International Journal of Exclusive Management Research for August 2012 issue, Vol 2 Issue 8 - Online - ISSN 2249–2585 - Print - ISSN 2249-8672
7.	“Service Quality Impact on Customer Satisfaction – A Study of ICICI Bank in Mysore city”Published in IJEMR Journal in August issue. ISSN -2250-0758, Volume 2, issue - 4
8.	“Customer Satisfaction Through Product, Service and Store Image- A Study at Khadims Footwear Store” Published in VSRD Journals in September issue VSRD-IJBMR, Vol. 2 (9), 2012, 4-5
9.	“Tourists Perception Towards Service Quality at Bandipur National ParK” Published in IJMRS Journal in September 2012 issue. ISSN-2277-968X, Volume 01, issue – 3
10.	“Service Quality at Hospitals – A Study of Apollo Hospital in Mysore City” Publishes in IOSR Jorna of Business and Management, ISSN: 2278-487X Volume 4, Issue 1 (Sep.- Oct. 2012), PP 01-07
11.	“Role of UIDAI in financial inclusion” Published in IJMIE Journal in October 2012

	issue. ISSN: 2249-0558
12.	“Customer Satisfaction Through Service Quality in Retailing” Published in IJMT Journal in October 2012 issue. ISSN: 2249-1058
13.	“Organized Retail Strategy – A Study at Reliance Mart” Published in International Journal of Engineering and Management Research, Vol. 2, Issue-5, October 2012 ISSN No.: 2250-0758
14.	“Role of Banks in Achieving Financial Inclusion” Published in VSRD Journal in October issue. ISSN: 2231-248X
15.	“Strategies of Organized Retailer: A Study of Big Bazaar” Published in IJBMT Journal in October issue. ISSN: ISSN: 2249-9962
16.	“Customer Satisfaction Through Service Quality In Banking” Published in EXCEL International Journal of Multidisciplinary Management Studies in Vol.2 Issue 12, December 2012, ISSN 2249 8834, Impact factor-3.89
17.	“Evaluation of Retail Service Quality – A Study on Foreign Tourist Experience at Supermarket in Mysore” Published in VSRD International Journal of Business and Management Research, Vol. 3 No. 2 February 2013, ISSN : 2231-248X
18.	“Impact of TQM Implementation on Employers Satisfaction” Published in International Journal of Engineering and Management Research, Vol.-3, Issue-1, February 2013 ISSN No.: 2250-0758
19.	“Impact of TQM Implementation on Productivity and Quality - A Study at General Motors” Published in Asia Pacific Journal of Marketing & Management Review, Vol.2 (4), April (2013) ISSN 2319-2836
20.	“Stress Among Students- A Study of MBA Student in Mysore District” Published in Asia Pacific Journal of Marketing & Management Review, Vol.2 (11), November (2013) ISSN 2319-2836
21.	“Problems of Medium and Small Scale Industries in Srirangapatana Taluk of Karnataka” Published in Scholars Journal of Economics, Business and Management, March (2014) 1(2):77-82, ISSN 2348-5302
22.	“Brand Equity and Customer Satisfaction – A Study of LG Television in Mysore District” Published in International Journal of Management Research & Review, May 2014/ Volume 4/Issue 5/Article No-7/610-615 ISSN: 2249-7196
23.	“Attributes of Easy Day Supermarket and Customer Satisfaction” Published in EPRA International Journal of Business and Economic Review, Impact Factor - .998, November 2014, Vol 2 Issue 11 ISSN-2347-9671
24.	“Franchisees Satisfaction Towards The Franchisors – A Study of Domino's Pizza” Published in Global Journal For Research Analysis Volume-4, Issue-8, August-2015 • ISSN - 2277 - 8160
25.	“Tourisms Education Satisfaction – A Gender Perspective of Tourism Students” published in GE-International Journal of Management Research, ISSN- 2394-4226 Impact Factor- 4.89, August- 2016
26.	“Determining Factors and Consumer Store Loyalty – A Study at Reliance Digital” Published in International Journal in Management and Social Sciences, ISSN- 2321 1784 Impact Factor-5.276, August-2016
27.	Customer Consumption Value Towards Payment Methods- A Study With Reference to Plastic Money in Mysore District Published in EPRA International Journal of Business and Economic Review , November 2017, ISSN-2347-9671

**Special Lectures Delivered in other Universities**

Sl.No	Institute	Topic	Date
1.	Department of P.G Studies in Commerce, Kuvempu University, Shivamogga	Correlation	12-11-2016

**PERSONAL DETAILS**

**Father's name:** Govindaraju  
**Date of birth:** 13-09-1988  
**Sex** Male  
**Languages Known:** English, Hindi, Kannada, Tamil, Telgue  
**Nationality / Category :** Indian, Cat-I (OBC).  
**Permanent address:** H.No-236, Indiranager Street, Post-Palahally  
Tq-Srirangapattana, Dist-Mandya,  
Karnataka  
**Permanent contact no:** 9035353985 / 9880626781

**References**

Sl. No.	Name & Occupation	E-mail	Phone No.
1	Dr. S.J. Manjunath Associate professor, Dept. of Studies in Business Administration, University of Mysore, Mysore-06	<a href="mailto:sjmanjunath@gmail.com">sjmanjunath@gmail.com</a>	9448587801
2	Dr. R.Mahesh Associate professor, Dept. of Studies in Business Administration, University of Mysore, Mysore-06	<a href="mailto:maheshbims@gmail.com">maheshbims@gmail.com</a>	9886639536

**Declaration by the Applicant**

I hear by declare that all the information furnished by me is this application is true and correct to the best of my knowledge and belief.

**DATE :****Yours faithfully****PLACE:** Ballari.**{ Arun Kumar.G }**