

CURRICULUM VITAE

DR.G.ARUN KUMAR

Assistant Professor,

Department of Studies and Research in Business Administration,

V.S.K University, Ballari, Karnataka.

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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
Ph.D	University of Mysore	2014	--
M.B.A	University of Mysore	2011	68.4
B.B.M	University of Mysore	2009	75.06
P.U.C	Karnataka P U Board	2006	61.16
S.S.L.C	C.B.S.E	2004	58.4
ANY OTHER- (Post graduate Diploma in Financial Management) & (Certificate Course in Office Organization and Management)	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

Award:

- Best Teacher Award of Vijayanagara Sri Krishnadevaraya University, Ballari for the year 2014-15.

Interest:

- Reading Newspaper, Management Books, Marketing Journals and Listening to Music

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	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 th 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 Titled“ 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 Titled“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	VSK University, Bellary
09	Seven Days Online Course on Research Methodology	GRABS
10	Chairperson for International Conference on Global Economy, Finance, Accounting and Banking – A new Paradigm	BITM College, Ballari

Refresher and Orientation Courses Completed:

Sl. No.	Course	HRD Centre	Year
1.	Orientation Course	University of Mysore	2013
2.	Refresher Course	University of Mysore	2016
3.	Refresher Course	University of Hyderabad	2020

MOOC Courses Completed:

Sl. No.	Course	Organizer	Year
1.	Marketing Management	Indian Institute of Technology, Kharagpur	2019
2.	Online Refresher Course in Management	Banasthali Vidyapith	2020
3.	Sales Management	Indian Institute of Technology, Kharagpur	2020
4.	Service Marketing: Integrating People, Technology and Strategy	Indian Institute of Technology Roorkee	2020

Papers Presented & Published in ISBN Volume:

Sl. No	Title of Articles and Conference Organizer
1	“A study on organized retailing with respect with respect to Big Bazaar super centre, Mysore” National Conference on Emerging Trends on Management Practices, Organized by the Department of Management Sciences, Sreesaraswathi Thyagaraja College, Pollachi, Tamil Nadu on 3 th 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 th 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 nd and 3 rd 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 th and 25 th 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 st 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, Organized by Sheshadripuram College, Bangalore.
9	National Conference on Corporate Social Responsibility in the New Companies Act 2013 Perspectives and Challenges, Organized by Vidyavardhaka First Grade College, Mysore
10	National Conference on E-Commerce Opportunities and Challenges Organized by Global Business School, Belgaum Presented Paper on Service Quality in Internet Banking – A Study of Customer Satisfaction Towards Canara Bank on 25 th and 26 th March 2014
11	National Conference on New Vistas in Contemporary Management – Role of Women organized by ASM College Ballari, Presented a Paper Titled Problems and Opportunities on Women Entrepreneur in Mysore District of Karnataka on 29 th and 30 th January 2014.
12	National Conference on IFRS Organized by Vidyavardhaka First Grade College, Mysore presented paper on “Impact of IFRS 16 Lease” on March 18 th and 19 th , 2016.
13.	National Conference on Digital Revolution and Management Organized by BIMS, University of Mysore, Mysore Presented a Paper Titled Short Message Service Advertising Acceptance by Urban Customers on 16 th and 17 th March 2018.
14.	International Conference on Innovative Practices in Business Management Productivity and Environment Organized by SSMRV College, Bangalore, Presented a Paper Titled “Role of Government in developing Entrepreneurship” on 24 th and 25 th January 2019.
15.	International Conference on Innovative Practices in Business Management Productivity and Environment Organized by SSMRV College, Bangalore, Presented a Paper Titled “Recent challenges and opportunities in Green Marketing” on 24 th and 25 th January 2019.
16.	International Conference on Innovative Practices in Business Management Productivity and Environment Organized by SSMRV College, Bangalore, Presented a Paper Titled “Recent Trends in HRM” on 24 th and 25 th January 2019.

17.	International Conference on Innovative Practices in Business Management Productivity and Environment Organized by SSMRV College, Bangalore, Presented a paper The Emerging Challenges in HRM on 24 th and 25 th January 2019.
18.	International Conference on Global Entrepreneurship- Emerging Opportunities and Challenges Organized by Bangalore University Presented a Paper Titled “An Overview of Ethical Issues in Marketing” on 28 th and 29 th January 2019.
19.	International Conference on Managing Human Resource at the Workplace organized by Shri Dharmasthala Manjunatheshwara Institute for Human Resource, Mysuru, Presented a Paper Titled “Green HRM as a Tool in Promoting Environmental Sustainability – A Systematic Review and Research Agenda” on 6 th and 7 th December 2019.
20.	All India Commerce Conference of the Indian Commerce Association and International Seminar Organized by KIIT, Bhubaneswar, Presented a Paper Titled “Re-skilling of Workforce in the Age of Automation” on 22 nd to 24 th December 2019.
21.	Multi-Disciplinary International Seminar on Role and Status of Women in India Organized by DSHRA Bijapur, Presented a Paper Titled “Opportunities and Challenges of Women Entrepreneurship in Hyderabad Karnataka Region in Karnataka State” on 19 th January 2020.
22.	Multi-Disciplinary International Seminar on Role and Status of Women in India Organized by DSHRA Bijapur, Presented a Paper Titled “Present Scenario of Glass Ceiling in India: An Overview” on 19 th January 2020.
23.	Presented a Paper Titled “Millennial Culture in the Workplace: Challenges and Opportunities” at AIMS International.
24.	International Multidisciplinary Academic Web Conference Organized by Surana College, Bangalore, Presented a Paper Titled “Green Pilot for Environmental Sustainability – A Review” on 29 th and 30 th May 2020.

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
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 Journal 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, Volume 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.	“Tourism 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

28.	“Glass Ceiling in Education Institution: A Study With Reference to Women Faculties in Ballari City” Published in Review of Research Journal, Volume 8, Issue 4, January 2019, ISSN-2249-894X
29.	“Stress Among Post Graduate Students in Bellary” Published in International Journal of Research and Analytical Review, Volume 4, Issue 2, February 2019, ISSN- 2245-3085
30.	“Customers Demographic Characters and Their Association with Retail Service Quality Satisfaction at Big Bazaar Supermarket in Mysuru” Published in International Journal of Research and Analytical Reviews (IJRAR), Volume 6 , Issue 1 , March 2019, ISSN- 2348-1269
31.	“Retail Service Quality and its Effect on Customer Perception: A Study of Select Supermarket in Mandya, Karnataka” Published in Asian Journal of Managerial Science, Volume 8, NO.2 April- June 2019, ISSN- 2249-6300
32.	“Women Empowerment Through Microfinance in Ballari City” Published in International Journal of Management, Technology And Engineering, Volume IX, Issue V, MAY/2019, ISSN NO. : 2249-7455
33.	“The role of Artificial Intelligence in Talent Acquisition” Published in International Journal of Management, Technology And Engineering, Volume IX, Issue IV, April/2019, ISSN NO. : 2249-7455
34.	“Impact of Merger on Employee Morale: A Case Study of SBI” Published in Studies in Indian Place Name Journal, Volume - 40, Issue - 60, March 2020, ISSN NO.- 2394-3114
35.	“The Mahatma: A Leader and Management Guru- Some Lessons” Published in Studies in Indian Place Name Journal, Special Issue- 24, March 2020. ISSN NO.- 2394-3114
36.	“Impact of Employee Commitment on Organizational Performance at JSW Steel Limited” Published in Journal of Humanities and Social Sciences, Volume 9 No. 1, 2020

Citation of the Articles Published in Journal

	All	Since 2014
Citation	62	54
h-index	6	5
i10-index	3	2

Special Lectures Delivered in Other Universities and Institutes:

Sl. No.	Institute	Topic	Date
1.	Department of P.G Studies in Commerce, Kuvempu University, Shivamogga	Correlation	12-11-2016
2.	Global Business School, Belgaum	Marketing Research	28-10-2018

Editor of Books with ISBN Number:

Sl. No.	Title of the Book
1.	Emerging Trends in Management
2.	New vistas and Horizons in Management

Additional Responsibilities Handled at University:

Sl. No.	Responsibilities
1.	Chairman of BOE
2.	Worked as Assistant Coordinator of IQAC
3.	Warden for SC/ST Boys Hostel
4.	Worked as Assistant Registrar in Examination
5.	Worked as Assistant Registrar in PMEB

Academic Bodies:

Sl.No.	Academic Bodies
1.	Worked as BoE Chairman of M.B.A and M.B.A(FM) Programs, Vijayanagara Sri Krishnadevaraya University.
2.	Worked as Member, BoE for M.B.A Program of Tumkur University, Davangere University and Kuvempu University.
3.	Working as Member, Doctoral Committee, Vijayanagara Sri Krishnadevaraya University.
4.	Worked as Member, BoS of Management Studies, Vijayanagara Sri Krishnadevaraya University.

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

References:

Sl. No.	Name & Occupation	E-mail	Phone No.
1	Dr. S.J. Manjunath Professor, Dept. of Studies in Business Administration, University of Mysore, Mysore-06	sjmanjunath@gmail.com	9448587801
2	Dr. R.Mahesh Professor, Dept. of Studies in Business Administration, University of Mysore, Mysore-06	maheshbims@gmail.com	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: 09.06.2020

Yours faithfully



Place: Ballari

{ Dr. G. Arun Kumar }