

## Curriculum Vitae

Name : Prof.S.J.MANJUNATH

Designation : Professor

Address : Department of Studies in Business Administration,  
B N Bahadur Institute of Management Sciences  
University of Mysore, Manasagangothri,  
Mysore- 570006.  
E-mail:sjmanjunath@gmail.com  
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08212419750  
Mobile-9448587801

Date and Place of birth : 20<sup>th</sup> October, 1965, Mysore

### **Educational Qualifications:**

<b>Education</b>	<b>University/Institution</b>	<b>Year</b>	<b>Class/Division</b>
Ph.D.	University of Mysore	2006.	Title “International Business in India-a study of forms and strategies of selected Transnational Enterprises”.
M.B.A	University of Mysore	1993	First class
B.E(E&C)	NIE, Mysore	1986	First class

### **Teaching Experience: 25 Years**

<b>Designation</b>	<b>Institution</b>	<b>Period</b>
Lecturer	P.E.S College of Engineering, Mandya	12 <sup>th</sup> June. 1987 to 14 <sup>th</sup> Aug1989.
Lecturer	Dayananda College of Science, Arts and Commerce Bangalore	25 <sup>th</sup> July 1996 to 5 <sup>th</sup> June . 1997
Lecturer	DBA Mangalore University.	6 <sup>th</sup> Aug 1997 to 2 <sup>nd</sup> April 2007.
Reader	Department of Studies in Business Administration University of Mysore	3 <sup>rd</sup> April 2007 to 2 <sup>nd</sup> April 2010
Associate Professor	Department of Studies in Business Administration University of Mysore	3 <sup>rd</sup> April 2010 to 02 April 2013
Professor	Department of Studies in Business Administration University of Mysore	3 <sup>rd</sup> April 2013 to Till date

Research Experience: **Six years**

Industry Experience: **Three Years** during 1993- 1996

**Seminars/Workshops/International and National Conferences attended:**

<b>Sl. No.</b>	<b>Name of the Workshop/Conference/Seminar</b>	<b>Date</b>	<b>Place</b>
1	Workshop on Instructional Standards	02.01.1998 - 03.01.1998	Mangalore University
2	Refresher course for Management Faculty	15.04.1998 - 06.05.1998	DoS in Management Science, University of Mysore, Mysore
3	National Seminar on Rural Banking	02.12.1999-04.12.1999	Mangalore University
4	Workshop on The Application of Science and Technology for Sustainable Development	27.12.1999 - 28.12.1999	Mangalore University
5	National Seminar on Contemporary issues in Management	12.10.2000 - 13.10.2000	Mangalore University
6	National Seminar on Copyright Law and Matters	08.02.2001-10.02.2001	Mangalore University
7	Workshop on NGOs and Empowerment of Women	29.03.2001 - 31.03.2001	Mangalore University.
8	Workshop on Research Methodology in Social Sciences	12.04.2001 - 18.04.2001	Mangalore University
9	Orientation course	10.05.2001-06.06.2001	Academic Staff College, University of Mysore,
10	National Seminar on Privatisation of Banks	18.10.2001 - 20.10.2001	Mangalore University
11	National Workshop on Teaching Business Ethics	23.05.2002-24.05.2002	Indian Institute of Management Bangalore
12	National Seminar on Environment Pollution and Management	05.06.2002	Mangalore University
13	International Seminar on European Union in Transition: Economy, Politics and Society	10.02.2002-11.02.2002	Mangalore University
14	National Seminar on Internationalisation of Indian Higher Education-Quality Dimensions	24.04.2003-25.04.2003	Bangalore University Bangalore
15	Faculty Development Program	22.05.2003-24.05.2003	ICFAI University Hyderabad
16	Quality Improvement Programme-Competitiveness through People	13.10.2003-17.10.2003	TAPMI, Manipal
17	Refresher course in Business Administration	3.11.2003-24.11.2003	Mangalore University
18	National Seminar on Globalisation	16.12.2003-17.12.2003	XIME Bangalore
19	National Seminar on W.T.O and the Banking Sector in India	16.02.2004-17.02.2004	Mangalore University
20	Quality Improvement Programme on Interactive Pedagogical tools in Teaching Marketing	20.11.2004-24.11.2004	TAPMI, Manipal

21	International Conference on Rural Markets – ICRM 2004	16.12.2004-18.12.2004	Institute of Development Studies, University of Mysore, Mysore
22	Orientation Programme in Self Instructional Material Development for MBA.	28.03.2005	Karnataka State Open University, Mysore.
23	National Conference on Management of Emerging Sectors: New Paradigms and perspectives	15.04.2005-16.04.2005	Bapuji Institute of Engineering & Technology, Davanagere
24	IV ISTR Asia Pacific Regional Conference on ‘Civil Society and Social Justice’, Bangalore	16.11.2005-18.11.2005	Bangalore University
25	National Seminar on Human Resource Development : New Paradigms & Directions	17.03.2006-18.03.2006	Mangalore University
26	National Seminar on Business ethics ,Corporate Governance and Social responsibilities	12-13 April, 2008	Pondicherry university
27	International conference on Globalization, Development, Public policy and Management: Emerging issues	9-10 March, 2008	Kannur university
28	National Seminar on Managing in uncertain times	2-3 May, 2008	University of Mysore
29	National Seminar on Economic recession in retail industry	21-22 Feb, 2009	KSOU, Mysore
30	UGC sponsored seminar Recession and its impact on Indian economy	26-27 March 2010	JSS college for women, Mysore
31	“Emerging trends in Service Sector”	April 15 2010	Basudev Somani College, Mysore
32	National Knowledge Utsav	28 August, 2010	Jain University
33	National Knowledge Utsav	28 August, 2010	Jain University
34	International conference on Re-engineering of management education	8 <sup>th</sup> and 9 <sup>th</sup> April 2011	KSOU, Mysore
35	ISBN The role of cooperatives in balance development experiences of India and Iran	Dec 2010	University of Mysore
36	The Sixth international multi-disciplinary conference knowledge in new millennium	Jan 2011	University of Mysore
37	2nd International conference on managing Human Resources at the workplace.	DEC 13 and 14, 2013	SDMIMD Mysore
38	International Conference on Research in Business Management & Information Technology (ICRBIT-2015)	29-30 April 2015	RNS Institute of Technology, Bengaluru
39.	UGC sponsored two-day national level seminar on “IND-AS: A Road map for IFRS in India”	18-19 March 2016	Vidyavardhaka First Grade College, Mysore
40.	Two day workshop for Academic Administrations	3-4, February 2017	UGC-HRD centre, University of Mysore, Mysore

41	National Conference on “Digital Economy in India – The challenges ahead	18 <sup>th</sup> February 2017	Vidyavardhaka First Grade College, PG Centre, Mysore.
42	Two day National level Seminar on Ind: A Road Map for IFRS in India	18 <sup>th</sup> & 19 <sup>th</sup> March 2017	Vidyavardhaka First Grade College, PG Centre, Mysore

**Book Published:**

1. Co-authored a book on **International Business** for Kuvempu University Distance Education Council in 2004.
2. Business Intelligence for Competitive Advantage in Insurance Industry Lambert Academic publishing, Germany, 15 September 2014

**Papers Presented**

1. “*Entry and Expansion Strategies of Multinationals*”, National Seminar on Contemporary issues in Management, organized by the Department of Business Administration, Mangalore University from 12<sup>th</sup> October to 13<sup>th</sup> October 2000.
2. “*Business Ethics in Information technology for Tomorrow’s Manager*”, National Workshop on Teaching Business Ethics organized by the Indian Institute of Management Bangalore from 23<sup>rd</sup> May to 24<sup>th</sup> May 2002. Published in the conference volume.
3. “*Strategies for Rural Market through Recreating Strategy*” , International Conference on Rural Markets – ICRM 2004, organized by the Institute of Development Studies, University of Mysore, Mysore. Published in the conference volume.
4. “*Entry Strategy of Automobile MNCs in India*”, National Conference on Management of Emerging Sectors: New Paradigms and perspectives organized by Bapuji Institute of Engineering & Technology, Davanagere.
5. “*ICT – The Backbone of Indian Rural Markets*”, IV ISTR Asia Pacific Regional Conference on ‘Civil Society and Social Justice’, Bangalore.
6. “Competitive Advantage through Strategic HRD : A case study” National Seminar on Human Resource Development : New Paradigms & Directions organized by the Department of Commerce, Mangalore University from 17<sup>th</sup> March to 18<sup>th</sup> march 2006.
7. “Customer Value in the Automobile Industry: What managers believe they deliver and what consumer experience” Knowledge utsav, National conference at Jain university, Bangalore

8. “ E-Business Strategy : companies shaping their supply chain through the internet at knowledge utsav, National conference at Jain university, Bangalore
9. Investigating effects of service quality co-operation on customer satisfaction using SERVQUAL model gaps at international seminar on co-operative on 11<sup>th</sup> December 2010, jointly organized by university of Mysore and Iran.
10. “Volatility Spillover and effect on some of middle east countries stock markets, Before and after recent financial crisis at sixth international multidisciplinary conference , knowledge in new millennium on 14<sup>th</sup> and 15<sup>th</sup> Jan 2011 at Mysore , jointly organized by UGC Academic College university of Mysore and ministry of science and technology, Iran
11. Management Education Challenges in India in the international conference on Re-Engineering of Management Education held on 8<sup>th</sup> and 9<sup>th</sup> of April, 2011 at Karnataka State Open University, Mysore.
12. Human resource strategies in retail marketing, in national conference on human resource strategies in the competitive Global business environment : Issue and challenges on Nov 2011, Tumkur university
13. Poster Presentation of the paper Total quality in management in retail industry at national conference on “quality management practice of organizational Excellence held at Karnataka state higher education council, Bangalore organized by KSHEC, Tumkur University.
14. “ Challenges and Opportunity in Karnataka Tourism” in two days National Seminar on “Karnataka as a Global tourist destination, challenges and opportunity “ Held on 3<sup>rd</sup> and 4<sup>th</sup> Feb 2012 at department of Commerce and Management of Maharanis Arts, Commerce and Management college for women, Bangalore
15. Issues and Challenges in Social Network Marketing in the national conference on “ New Paradigms and perspectives for business excellence” held on 4<sup>th</sup> August 2012 at Tumkur University.
16. “Innovative Trends in Supply Chain Management” national conference on “ New Paradigms and perspectives for business excellence” held on 4<sup>th</sup> August 2012 at Tumkur University.
17. “Innovative Strategies in Retail Marketing “ in the national seminar on “ Retail Sector in India; Opportunity and challenges held on 25<sup>th</sup> August 2012 at Tumkur University, Tumkur.

18. “Innovative in E-Commerce national seminar on ‘Emerging Issues and Innovations in Management Education’ held on 31<sup>th</sup> October 2012 at Tumkur University, Tumkur.

19.

### Session Chaired in Conference

1. Sixth international multidisciplinary conference , knowledge in new millennium on 14<sup>th</sup> and 15<sup>th</sup> Jan 2011 at Mysore , jointly organized by UGC Academic College university of Mysore and ministry of science and technology, Iran
2. National conference on human resource strategies in the competitive Global business environment : Issue and challenges on Nov 2011, Tumkur university.
3. International Conference on Managing Human Resource at work place at SDM &IMD Mysore, December 5 & 6, 2014.

### Papers Published

Sl.No	Title of the article	Journal	Date
1.	“Business Ethics in Information technology for Tomorrow’s Manager”	Indian Institute of Management, Conference volume	May 2002
2.	“Strategies for Rural Market through Recreating Strategy”	Institute of Development Studies, conference volume	2004
3.	“Health Inequalities in India”	Southern Economist.	May 2006
4.	“ICT – The Backbone of Indian Rural Markets”	Asia Pacific Regional Conference Volume	
5.	An empirical study of customer expectation and perception in upper class hotels in Bangalore	Tourism today- the journal of the college of tourism and hotel management CYPRUS	2009
6.	“Corporate Governance in Transnational Companies”	ACRM Journal of Business & Management Research	March 2009
7.	Value drivers for service strategies selection in business environment	Southern Economist	Dec 2009
8.	Corporatization of health care sector in India	Southern Economist	April 2010
9.	An Empirical Study on Customer Expectation and Perception in the Upper Class Hotels in Bangalore.	Journal Of Hospitality Application & Research	Jully 2010
10.	Effectiveness of television advertising in automobile Mum 110 in Iran	Southern Economist	Dec 2009
11.	The impact and effect of alliances on value chain	M-infiniti Journal of management	Sep 2009

12.	Need for research in health care	Samsmrite SAMS journal	July 2010
13.	An empirical investigation of the effect of oil exports in Agriculture value Addition in Iran	ACRM Journal of Business management and Research	March 2011
14.	Impact of quality work life of the Hotel employees in customer satisfaction-A study on Star hotel in bangalore	SIMER Pragati	July 2010
15.	Stress and Accidents are they related?: A case study of BMTC	International journal of business intelligence and management	Dec 2010
16.	Investigating effects of service quality of cooperatives on customer satisfaction; using SERVQUAL model gaps	Proceedings of the book(ISBN) The role of cooperatives in balance development experiences of India and Iran	Dec 2010
17.	Stock Market integration and volatility spill over between Iran & GCC countries	International Journal of Management Research &Technology	July-Dec.2011
18.	A study on the market positioning of Maruthi Suzuki – perspective on 3P	International Journal of Exclusive management Research	Aug-Sept.2011
19.	Current & future trends & advertising in Indian Automotive Sector	Journal of Management Focus	Dec.2011
20.	Total quality management in retail industry	Karnataka State Higher Education Council	Dec.21,2011
21.	Safety as a quality feature in Automobile industry	International Journal of exclusive management research	
22.	The impact of quality on Indian Automobile industry	ACRM Journal of Business & Management Research	Feb-March 2012
23.	Service Quality in Super Markets: A study of Consumers Satisfaction in apparel retailing	ISOR Journal of Business & Management	ISSN-2278-487X, Volume 2, Issue 1 July-Aug 2012
24.	A study of retail service quality in organized retailing	International Journal of Engineering & Management Science	ISSN-2229-600X, Volume(3 ) 2012
25.	Measuring retail service quality at discount stores	VSRD International Journal of Business & Management Research	ISSN-2231-248X Volume (2)8, 2012
26.	Retail service Quality with respect to supermarket in Mysore city	IJMRA Journal for September issue	ISSN-2249-1058 Volume (2) Issue-9
27.	Advertising Influence on Consumer	UMFSMR Journal	ISSN-2277-

	Purchase & Satisfaction – A Study of Vodafone Advertisement	September issue	6788
28.	Service Quality in Fashion Retailing	International Journal of Exclusive Management Research –August Issue	Vol.2 Issue 8- Online-ISSN 2249-2585- print-ISSN 2249-8672
28	Service Quality Impact on Customer Satisfaction – A Study of ICICI Bank in Mysore City	UEMR Journal in August Issue	ISSN-2250-0758, Volume 2, Issue-4
29	Customer Satisfaction through Product, Service & Store Image – A study at Khadims Footwear Store	VSRD Journals in September issue	VSRD-IJBMR, Vol.2(9) 2012, 2-5
30	Tourist Perception towards Service Quality at Bandipur National Park	IJMRS Journal in September issue	ISSN-2277-968X, Vol.01, issue-3
31	Service Quality at Hospitals – A Study of Apollo Hospital in Mysore City	ISOR Journal of Business & Mgt.	ISSN-2278-487X Vol.4 Issue 1 (Sept.-Oct.2012) PP 01-07
32	Role of UIDAI in Financial Inclusion	IJMIE Journal in October issue	ISSN:2249-0558
33	Customer Satisfaction through Service Quality in Retailing	IJMT Journal in October Issue	ISSN:2249-1058
34	Organized Retail Strategy – A Study at Reliance Mart	International Journal of Engineering & Management Research	Vol.2,Issue-5, October 2012 ISSN No:2250-0758
35	Role of Banks in Achieving Financial Inclusion	VSRD Journal in October Issue	ISSN:2231-248X
36	Strategies of Organized Retailer: A Study of Big Bazaar	IJBMT Journal in October Issue	ISSN:2249-9962
37	Customer Satisfaction through Service Quality in Banking	EXCEL International Journal of Multidisciplinary Management Studies	Vol.2 Issue 12, Dec.2012, ISSN 2249-8834
38	Evaluation of Retail Service Quality – A Study on Foreign Tourist Experience at Supermarket in Mysore	VSRD International Journal of Business & Mgt. Research	Vol.3 NO.2 February 2013, ISSN: 2231-248X
39	Role of Banks in Achieving Financial Inclusion	VSRD Journal in October Issue	ISSN:2231-248X, Vol.2 Issue-10
40	Microfinance: A Comparative Study of Bangladesh & India	IOSR Journal of Business & Mgt.	ISSN:2278-487X Vol.5, Issue 6 (Nov-



			Dec 2012 PP 27-35
41	Rural Banking & Microfinance in Financial Inclusion	International Journal of Marketing, Financial Services & Management Research	Oct-Dec 2012 Issue, Vol.4 ISSN 2277-6788
42	Impact of Brand Trust and Brand Affect on Brand Loyalty,	International journal engineering and management Research	Feb 2013
43	Impact of Service Quality on Customer Satisfaction at AXIS Bank	International Journal of Management and Social Sciences Research	March 2013
44	“Impact of TQM Implementation on Productivity and Quality - A Study at General Motors”	Asia Pacific Journal of Marketing & Management Review	April (2013)
45	“SHG as an Instrument for Financial Inclusion”	Asian Journal of Research in Business Economics & Management	April 2013
46	“MNERGA- A Critical evaluation and Performance”	International Journals of Functional Management	April-June 2013
47	“A Comparison of Systematic Investment Plan and Lump Sum Investment in Mutual Fund”	RVS Faculty of Management Journal for Research	August 2013
48	“Mutual Funds as a tool for financial inclusion	VSRD Journal	September 2013
49	“Achieving competitive advantage in Insurance Industry: the impact of talent management strategies”	Indian Stream Research Journal	October 2013
50	“Credit Flow and Financial Inclusion – A Case Study of Mysore District’	Radix International Educational and Research Consortium	October 2013
51	“Brand equity and customer satisfaction: a study of LG air conditioner in Mysore”	International journal of management research and review IJMRR	Feb 2014
52	“Organizational Knowledge creation for organizational Agility in life Insurance Industry”	Golden Research Thoughts	November 2013
53	Brand equity and customer satisfaction: a study of LG air Conditioner in Mysore	International journal of management research And review	Feb 2014
54	Evaluating Performance Of Public Servperf And Private Banks Through Model	<i>Intercontinental Journal Of Finance Research Review</i>	ISSN: 2347-1654, Vol 2, Issue 2, April-June 2014.

55	The Effects of Online branding on consumer based brand Equity : A case study of selected shopping product companies	<i>Indian Streams Research Journal</i>	ISSN:2230-7850 May 2014
56	Impact of Brand Equity on Customer satisfaction – A study on Samsung Refrigerators in Bangalore city article in book	Book on Brand Management In Indian Industry	Pp296-302, 2014. ISBN 97893-83241-32-3
57	Business Intelligence a tool for managing information systems	ELK Asia pacific journal	April/May 2015
58	“franchising in India – A case study of MC Donalds”	International Journal of Marketing Research Review” Volume 4, Issue 23	April – June 2016
59	“Customer Satisfaction in fast industry – A case study of Mysore”	“ International Journal of Research in Finance and Marketing, Vol 6, Issue	5, May 2016
60	“Empowerment through ICT’s Womens’ perspective in India” EPRA	International Journal of Economic and Business Review, Volume 4, Issue 7,	July 2016
61	“An Empirical Study on Marketing Information Systems”	International Journal of Research in Commerce, IT Management, Volume No6	October 2016
62	Service Quality Dimensions in Indian banks sector – A Literature Review	“International Journal Management” Vol 5, Issue 2	Feb 2017

### Advisor to the Project:

“A study on building a knowledge rich society by a strategic info management and training among rural people about the history and heritage of the very place they live-in which will lead to a fair and sustainable rural society” submitted to Karnataka Jnana Ayoga (Karnataka Knowledge Commission), Government of Karnataka between *September - November, 2012*.

### Ph.D Awarded:16

Sl. No.	Name	Thesis Title	Award Date
1	Toktam Salari	“ Value Chain Analysis- A Case Study of Selected Manufacturing Firms in Mysore”	02/08/2011
2	Mohammad Hussein Ranjbar	“Volatility Spillover Financial Markets : A Case Study of Tehran Stock Exchange and Persian Gulf Cooperation Council (GCC) Countries Exchanges”	15/03/2012
3	Veena K.N	“Quality Service Delivery – A Case Study of Bengaluru	30/08/2012

		Metropolitan Transport Corporation”	
4	Anitha Thimmaiah	“ Marketing Strategies of Multinational Corporations –A Case Study of Automobile Industry in India”	17/01/2013
5	Vinayaka R.C.N	“Total Quality Management Implementation in Automobile Industry – A case study of Selected Multinational Firms in India”	23/02/2013
6	Shivashankar K.C	“Strategies of Select Retail Companies in India”	23/02/2013
7	B.G.Saisha	“Service Quality Dimensions in Selected Corporate Hospitals of Bangalore City”	11/03/2013
8	Sheri Kurian	“Customer Expectation and Experience – A Study of Star Hotels in Bangalore	24/01/2014
9	Arun Kumar G	“ Service Quality in Retailing: A Study Of Super Markets in Karnataka	29/10/2014
10	Mohammad Nasrollahniya	“Business Intelligence for Competitive Advantage : A Case Study of Selected Insurance Companies in India”	01/12/2014
11	Naveen Kumar H	“Micro- Finance and Financial Inclusion – A Case Study of Mysore and Chamarajanagar Districts”	05/02/2015
12	Alure Gowda	“Brand Equity in Marketing Consumer Durables: A Study of Selected Household Appliances”	25/02/2015
13	Laksmi P	International Tourism in Mysore cluster – An evaluation	28/12/2015
14	Saeid fereidouni	Leverage, Cost of capital, firm value and risk – An Emperical study of NSE Companies	07/04/2015
15	Anita B R	A comparative study of Service Quality in select Public and private sectors banks	22/06/2017
16	Shireen Reginald	Franchising in India – A case study of select MNC’s in Food and Hotel Industry	31/07/2017
17.	Samira Shakeri Fakher	Brand Experience and Brand Loyalty – A study of select cosmetic Brands in India	6/08/2018

Awards:

1. **Sunanda Gold Medal** for the performance in M.B.A Degree examination.
2. **Prof.J.K.Irani Felicitiation Committee Cash Prize** for the performance in M.B.A Degree examination.

-Sd-

(Prof. S.J.MANJUNATH)