

# FACULTY PROFILE

## I. GENERAL

1. Name : **Dr. ASHOKA.M.L**
2. Designation : Professor  
& Address Department of Studies in Commerce  
University of Mysore, Manasagangothri  
Mysuru – 570 006.
3. Qualification : M.Com., Ph.D.

### 4. Educational Qualifications:

Examination Passed	University	Year	Class Obtained
M.Com.,	Bangalore University	April 1992	1st class
Ph.D.	Bangalore University	January 2004	Awarded

### 5. Area of Specialization:

- Financial Management
- Business Management

### 6. Teaching Experience: 26 Years

Sl. No.	Level of Teaching	University	Period	Course Taught
01	Graduation	Bangalore University	1994 to 2004	B.Com., B.B.M
02	PG	University of Mysore	02-08-2004 to Till date	M.Com.,

### 7. Research Guidance:

01	Number of students successfully guided for M.Phil.	12
02	Number of students successfully guided for Ph.D.	08
03	Number of students pursuing Ph.D. under the Guidance	06

### 8. Membership in Academic Organization / Associations:

- a) Life member for the Indian Commerce Association
- b) Life member for the Indian Accounting Association.

## II PUBLICATIONS

### A. Papers Published in Journals:

1. "A Comparative Study of Post Amalgamation of Regional Rural Banks in Karnataka" *Emerging Trends in Finance & Accounting*, sdmimd, August 2013, ISBN: 978-81-922146-6-5.
2. "The Impact of Service Quality and Price on Customer Satisfaction – A Preliminary Study of a Mall and Its Customers in Bangalore" *Asian Journal of Managerial Science*, Vol.2, Issue No.2, July-December 2013, ISSN: 2249-6300.
3. "Effectiveness of Training and Development on Bank Employees – A Case Study at Kaveri Grameena Bank in Mysore District" *Managing Human Resources at the Workplace*, sdmimd, December 2013, ISBN: 978-81-922146-5-8.
4. "Performance of Microinsurance Programmes for Bottom of the Socio-Economic Pyramid (BOP) Women in Malnad Region of Karnataka" *International Journal of Commerce and Management Research (PIJCMR)*, Vol. II, Issue No.3, December 2014, ISSN: 2321-3604.
5. "Effectiveness Of Customer Relationship Management Practices In star hotels In Karnataka" *International Contemporary Research Journal in Management and Social Science*, Vol.1, Issue No.1, December 2014, ISSN: 2394-7691.
6. "Swarna Jayanthi Gram Swarojgar Yojana of Kaveri Grameena Bank - An Empirical Study of Mysore District in Karnataka" *National Research Journal, Vision Research*, Vol. 5, No.1, January 2015, ISSN: 2250-2025.(C)
7. "Role of Micro-Finance Through Socio-Economic Empowerment of Women – A Study of Women SHGs I Mysore District" *Innovation – An Engine for Inclusive Growth and Sustainable Development*, Niruta Publications, January 2015, ISBN: 978-93-84262-06-8.(C)
8. "The Role of Customer Relationship Management Practices of Star Hotels in Karnataka" *KEGEES Journal of Social Science*, Vol. 7 No. 1, January 2015, ISSN: 0975-3621.
9. "Opportunities and Challenges Faced by Domestic Packaged Drinking Water Manufacturing Entrepreneurs in Mysore District, Karnataka" *Indian Journal of Applied Research*, Vol. 5 No. 3, March 2015, ISSN: 2249-555X.
10. "Regulatory Framework of Mobile Banking in India – An Overview" *Dimensions towards Innovations Initiative, A Compendium on Vibrant Karnataka – Issues and Challenges*, 2015, ISBN: 978-81-930080-1-3.(C)
11. "Mobile Banking as a Tool for Sustainable Financial Inclusion" *Strategies for Sustainable Global Economy, Game Plan*, March 2015, ISBN: 978-93-5212-226-4.(C)

12. "Financial Empowerment of Women Working in Coffee Plantations – A Case Study of Malnad Region" *International Journal of Business and Administration Research Review*, Vol. 1, No. 10, April-June 2015, ISSN: 2347-856X.
13. "A Study of Factors Influencing Retention Strategy of Small, Medium and Large IT Sectors in Bangalore City" *International Journal of Recent Scientific Research*, Vol. 6, No. 8, August 2015, ISSN: 0976-3031.
14. "Relationship among Employee Retention Strategies and Job Attitude in it Sectors – An Empirical Study" *International Journal of Scientific Research*, Vol. 4, No. 8, August 2015, ISSN: 227-8179.
15. "Crop Insurance: Performance of WBCIS in India" *EPRA International Journal of Economic and Business Review*, Vol. 3, No. 9, September 2015, ISSN: 2349-0187.
16. "Weather Based Crop Insurance Scheme – A New Tool for Climate Risk Management in Agriculture" *EPRA International Journal of Agriculture and Rural Economic Research*, Vol. 3, October-September 2015, ISSN: 2321-7847.
17. "A Study on Evolution and Importance of Corporate Governance in India" *shodha, Research Centre, SDM College, Ujire*, Vol. 5, No. 2, January 2016, ISSN: 2249-0396.
18. "Interrelationship Among Retention Strategy of IT Sectors Employees of Bengaluru City" *International Journal of Multidisciplinary Research Review*, Vol. 1, No. 3, March 2016, ISSN: 2395-1885.
19. "A Comparative Study of Shoppers Satisfaction with Reference to Selective Retail Markets in Bangalore City – An Empirical Study" *Asian Review of Social Sciences*, Vol. 5, No. 1, June 2016, ISSN: 2249-6319.
20. "Weather Based Crop Insurance Scheme – A New Tool for Climate Risk Management in Agriculture" *KEGEES Journal of Social Science*, Vol. 8, No. 2, July 2016, ISSN: 0975-3621.
21. "FDI in Retail: Its Prospects and Challenges" *International Research Journal of Multidisciplinary Studies*, Vol. 2, No. 7, July 2016, ISSN: 2454-8499.
22. "Problems and Prospects of E-Banking Services - An Empirical Study in Mysore District" *RIMS Journal of Management*, Vol. 2(II), July 2016.
23. "Consumer Perception towards Domestic Soft Drinks in Belthangady Taluk, D.K" *Emerging Trends in Marketing, sdmimd*, October 2016, ISBN: 978-93-83302-17-8.
24. "Customer Proclivity Towards E-Banking Services – An Empirical Study in Mysore City" *Indian Banking Sector: Reforms and Policy Developments*, October 2016, ISBN: 9788 1927 85134.(C)
25. "Investors Perception towards Stock Market with Special Reference to Dakshina Kannada" *Inclusive Growth and Sustainable Development, sdmimd*, November, 2016, ISBN: 978-93-83302-18-5.

26. "Problems and Prospects of E-banking Services – An Empirical study in Mysore District" *RIMS Journal of Management*, Vol.2(II), July-December 2016, ISSN: 2455-1449
27. "Influence of Personal Factors on Job Attitude: A study on IT Employees of Bangalore City" *International Journal of Research in IT and Management (IJRIM)*, Vol. 7, No. 2, February 2017, ISSN: 2231-4334.
28. "A Study on Domestic Soft Drinks Manufacturing Entrepreneurs in Selected Districts of Karnataka" *Twelfth Biennial Conference on Entrepreneurship (Entrepreneurship Development Institute of India)*, Vol.II, February 2017, ISBN: 978-93-80574-94-3.
29. "Customer Acceptance of Millennial Generation Banking Services: Challenges and Prospects" *International Journal of Advanced Research in Management and Social Sciences*, Vol. 6, No. 2, February 2017, ISSN: 2278-6236.
30. "A Case Study on Small Scale Soft Drinks Manufacturing Entrepreneurs in Belthangady Taluk" *Journal of Entrepreneurship and Management*, Vol. 6, No. 2, June 2017, ISSN: 2277-6850.
31. "Consumer Perception and Satisfaction Towards Internet Banking and Mobile Banking with Reference to Nationalized Banks in Rural India" *International Journal of Asian Business and Information Management*, Vol. 8, No. 4, October 2017, ISSN: 2242-5674.
32. "Comforts and Hurdles of Mobile Banking Acceptance in Bangalore City" *International Journal of Academic Research and Development*, Vol. 2, No. 6, November 2017, ISSN: 2455-4197.
33. "FDI in Retailing in Agriculture Commodities: An Adversative Approach" *International Research Journal of Multidisciplinary Studies*, Vol. 3, No. 12, December 2017, ISSN: 2454-8499.
34. "A Study of TAM Model in the Usage of Mobile Banking Services" *International Journal of Advanced Research and Development*, Vol. 3, No. 1, January 2018, ISSN: 2455-4030.
35. "Crop Insurance for Sustainable Agriculture Development: An Analysis of Performance of NAIS and WBCIS" *Infrastructure and Sustainable Development: Issues and Challenges*, Spring Leaf Publications, January 2018, ISBN: 978-81-927970-9-0.
36. "Comparison of Benefits in RSBY and Yashasvini Health Insurance Schemes: A Study in Selected Villages of Gundlupet Tq, Chammarajanagar Dist." *Health Insurance Challenges and Prospects in India*, Mysore Book House, March 2018, ISBN: 978-93-85629-54-9.
37. "Leading Marketing Strategies and Techniques for E-Commerce Trends" *Business Sciences International Research Journal*, Vol. 6, No. 2, July 2018, ISSN: 2321-3191.

38. “Retailers’ Perception Towards Local Soft Drinks Against MNCs Soft Drinks with Special Reference to Dakshina Kannada” *shodha, Biannual Bilingual Research Journal*, Vol. 8, No. 1, July 2018, ISSN: 2249-0396.
39. “A Study on the Performance Evaluation of Entrepreneurial Assistance Schemes of SIDBI to MSMEs in Karnataka” *Review of Research, International Online Multidisciplinary Journal*, Vol. 7, No. 12, September 2018, ISSN: 2249-894X.
40. “Digital Empowerment of Rural People – Issues and Challenges” *Seshadripuram Journal of Social Sciences (SJSS)*, Vol. 1, No. 1, October 2018, ISSN: 2581-6748.
41. “Impact of XBRL Reporting on the Quality of Financial Reporting System in India” *Review of Research, International Online Multidisciplinary Journal*, Vol. 8, No. 1, October 2018, ISSN: 2249-894X.
42. “XBRL – A Tool for Efficient Disclosure of Integrated Corporate Information” *Asian Journal of Economics, Business and Accounting*, Vol. 09, October 2018, ISSN: 2456-639X.
43. “Social Performance Disclosure Practices in Indian Oil Companies – An Analysis of GRI-G4 Guidelines” *Journal of Economics, Management and Trade*, Vol. 21(12), November 2018, ISSN: 2456-9216.
44. “Emerging Trend in Indian Direct Taxation: An Analysis of Income Computation and Disclosure Standards” *Vision Journal of Indian Taxation*, Vol. 05, No. 2, December 2018, ISSN: 2347- 4475.
45. “Quality of Financial Reporting System in India – An Analysis of Extensible Business Reporting Language” *International Journal of Management Studies*, Vol. 06, No. 1(1), January 2019, ISSN: 2249-0302.
46. “A study on Individuals Investors Behavior in Stock Markets of India” *International Multidisciplinary Quarterly Research Journal*, Vol. 08, No. 01, January 2019, ISSN: 2277-5730.
47. “A Conceptual study on an Analysis of Green Initiative in Accounting and Reporting of Business and Financial Information” *SSRG International Journal of Economics Management Studies*, Vol. 06, No. 02, February 2019, ISSN: 2393-9152.
48. “Role of XBRL in Promoting the Integrated Reporting in Indian Scenario” *Indian Journal of Accounting*, Vol. 51(1), June 2019, ISSN: 0972-1479.
49. “Emerging Trends in Accounting: An Analysis of Impact of Robotics in Accounting, Reporting and Auditing of Business and Financial Information” *International Journal of Business Analytics and Intelligence*, Vol. 07, No. 02, October 2019, ISSN: 2321-1857.

50. "Accounting for Corporate Social Responsibility in India: An Analysis of Selected Companies in India" *Indian Journal of Accounting*, Vol. 51(2), December 2019, ISSN: 0972-1479.

**B. Participation in Seminars / Conferences:**

1. Participated U.G.C Sponsored Two day National Seminar at Pampady, Kerala on 16 <sup>th</sup> & 18 <sup>th</sup> December 2013
2. Participated International Conference at SGGSCC, University of Delhi on 10 <sup>th</sup> -11 <sup>th</sup> March,2014
3. Participated MANEGMA-2014, One day National Conference at SIMS, Mangalore on 9 <sup>th</sup> April, 2014
4. Participated in National Conference on Responsive Management Education at Rani Channamma University, Belagavi on 09 <sup>th</sup> & 10 <sup>th</sup> August 2014
5. Participated in one-day National Seminar on IFRS at PGCH, Hassan on 14 <sup>th</sup> November,2014
6. Participated in International Seminar on Self Help Initiatives, Microfinance and Sustainable Development at SBRR Mahajana, Mysore on 2 <sup>nd</sup> – 3 <sup>rd</sup> February, 2015
7. Participated in 9 <sup>th</sup> ISTR Asia Pacific Regional Conference at Nihon University, Tokyo, Japan, on 27 <sup>th</sup> – 28 <sup>th</sup> August 2015
8. Participated in the 10 <sup>th</sup> International Co-operative Alliance – Asia and Pacific Regional Research Conference, VAMNICOM, Pune, on 05 <sup>th</sup> & 6 <sup>th</sup> November, 2015
9. Participated in Two-Days National Seminar at Rani Channamma University, Belagavi, on 26 <sup>th</sup> – 27 <sup>th</sup> November,2015
10. Participated in the Science & Technology for Indigenous Development in India at 103 <sup>rd</sup> Indian Science Congress, University of Mysore, Mysuru, from 03.01.2016 to 07.01.2016
11. Participated in National Symposium on Interfaith Dialogue at UGC-HRDC, University of Mysore, Mysuru on 29 <sup>th</sup> February 2016
12. Participated in ICSI Teachers Congress – 2017 at The Institute of Company Secretaries of India & Bangalore University, Bangalore on 10 <sup>th</sup> October 2017

**C. Participation in Workshops:**

1. Participated in Workshop at Institution of Excellence, UoM, Mysure on 10.4 2014.
2. Participated Workshop to revise the syllabus at JSS College for Women, Mysure on 28 <sup>th</sup> July 2014.
3. Participated in two day Workshop at University Computer Centre UoM, Mysuru on 28-29 <sup>th</sup> March 2015.
4. Attended the Management Development Programme on Funding of Business Proposals: Opportunities and Schemes for Start-Ups at Ramaiah Institute of Management, Bengaluru on 26 <sup>th</sup> April, 2017.
5. Participated in the Workshop on Goods and Service Tax, held at tTumkur University on 08 <sup>th</sup> September, 2017.
6. Participated in Workshop Programme on New Regimes of Indian Business Environment at DoS in Commerce, University of Mysore on 15 <sup>th</sup> September, 2017.
7. Participated in the FDP on Capital Market Dynamics at School of Management, Kristu Jayanti College (Autonomous) Bengaluru on March 5 <sup>th</sup> & 6 <sup>th</sup> , 2018.
8. Participated in MOOC Development Workshop for UGC conducted by Indian Institute of Management Bengaluru from 15 to 16 October 2018.

**D. Paper Presented at Seminar / Conferences:**

<b>Sl. No.</b>	<b>Academic Body / Organization</b>	<b>Name of Event</b>	<b>Title of Paper presented</b>
01	International Conference at SDMIMD, Siddharthanagar Mysuru	Emerging Trends in Finance and Accounting 10.08.2013	A Comparative Study of Post Amalgamation of Regional Rural Banks in Karnataka
02	Kuriakose Gregorios College, Pampady Kerala	National Seminar held on 17.12.2013	Multivariate Analysis in Commerce and Management Research
03	2 <sup>nd</sup> International Conference at SDMIMD, Siddharthanagar Mysuru	Managing Human Resources at the Workplace 14.12.2013	Effectiveness of Training and Development on Bank Employees – A Case Study of Kaveri Grameena Bank
04	AICTE Sponsored International Conference at SRIMSSEC, Chennai	EBFHR & Technology for Sustainable Development 21.12.2013	A Study of CRM Implementation in Star Hotels in Karnataka
05	Department of Studies & Commerce, University of Mysore, Mysuru	National Level Training Programme 29.01.2014	Research Methodology for Ph.D. Scholars
06	UGC Sponsored State Level Seminar at JSS College, Ooty Road Mysuru	Insurance Service in India – Trends & Challenges 08.02.2014	Challenges to Women Empowerment through Micro Insurance – A Case Study of SHG members
07	Challenges to Women Empowerment through Micro Insurance – A Case Study of SHG members	Dimensions and Directions for Business Education 08.03.2014	Consumers Preference Towards Online Shopping
08	XI Annual Conference at KEA, Karnatak University Dharwad	Political Economy of Regional Development 22.03.2014	The Role of Networking in the New Political Economy of Regional Development in India
09	Department of Studies in Commerce, University of Mysore, Mysuru	UGC-SAP Annual Conference 25.03.2014	Agri-Risk Management: Issues and Innovations
10	National Conference at SIMS, Pandeshwar, Mangalore	Changing Trends in Management, IT & Social Sciences 09.04.2014	An Empirical Study of Investor Preference towards Equity and Derivatives
11	ICSSR Sponsored International Conference at Karnataka State Women's University, Bijapur	Strategies for Social and Sustainable Competitive Advantage in Globalized Era 21.06.2014	Segment Reporting Disclosure and its Determinants – An Empirical Study Based on the Annual Report of BSE Sensex Co.'s
12	National Conference at Seshadripuram Educational Trust,	Re-emergence of Business – Transitions & Turnarounds	Impact of Social Media Promotions on Consumers Buying Decisions

	Seshadripuram, Bangalore	30.06.2014	
13	Catholicate College, Pathanathitta, Kerala	UGC Sponsored Two day National Seminar held on 28.11.2014	Multivariate Analysis in Commerce and Management Research
14	Karnataka State Open University, Mysuru	ICSSR Sponsored National Conference 07.012.2014	Financial Inclusion for Sustainable Development
15	All India Commerce Conference, KIIT University, Bhubaneswar	Emerging Trends in Commerce 29.12.2014	Weather Based Crop Insurance: A New tool for Climate Risk
16	Department of Studies in Commerce, University of Mysore, Mysuru	UGC Sponsored Workshop 14.03.2015	Commodity Futures Market
17	UGC-HRDC, University of Mysore, Manasagangothri, Mysuru	24 <sup>th</sup> Refresher Course in Commerce 16.07.2015	Current and Emerging Issues in Commerce
18	CHETANA'S Hazarimal Somani College of Commerce Bandra, Mumbai	Innovative Practices and Application in Commerce, Trade and Management 23.01.2015	Swarna Jayanthi Gram Swarojgar Yojana of Kaveri Grameena Bank
19	Dept. of Studies & Research in Commerce Tumkur University, Tumakuru	Innovation- An Engine for Inclusive Growth and Sustainable Development 13.02.2015	Role of Micro-Finance through Socio-Economic Empowerment of Women – A Study of Women SHGs
20	School of Business and Economics, Rani Channamma University, Belagavi	Sustainable Rural Development: Challenges & Opportunities in India 08.02.2015	Challenges to Women Empowerment through Micro Insurance – A Case Study of SHG members
21	Sri Krishna International Education Trust, ITI Layout, BSK III Stage, Bangalore	Strategies for Sustainable Global Economy 09.03.2015	Mobile Banking as a Tool for Sustainable Financial Inclusion
22	Nihon University, College of Law, Tokyo, Japan	9 <sup>th</sup> ISTR Asia Pacific Regional Conference 28.08.2015	Socio-Economic Empowerment: An Empirical Study on Swami Vivekananda Youth Movement in Sargur Hobli
23	Vaikunth Mehta National Institute of Co-Operative Management, Pune	10 <sup>th</sup> International Cooperative Alliance – Asia and Pacific Regional Research Conference 05.11.2015	The Impact of Governance on Financial Performance of State Cooperative Banks in India
24	Vaikunth Mehta National Institute of Co-Operative Management, Pune	10 <sup>th</sup> International Cooperative Alliance – Asia and Pacific Regional Research Conference	A Study on Cooperative Banks in Karnataka with Special Reference to Lending Process

		05.11.2015	
25	School of Business and Economics Rani Channamma University, Belagavi	Two Days National Seminar Development of Dry Land Agriculture to Overcome Crisis 27.11.2015	Problems and Prospects of Dry Land Agriculture Development
26	JSS College of Arts and Commerce, Gundlupet, Chamarajangara District	UGC Sponsored One day State Level Seminar held on 29.03.2016	Micro Finance and Rural Development – Issues and Challenges
27	Dept. of Studies & Research in Commerce and Business Administration, Tumkur University, Tumkur	National Conference on GST held on 07.05.2016	Introducing GST and its impact on Indian Economy
28	UGC-HRDC, University of Mysore, Manasagangotri Mysuru	4 <sup>th</sup> Summer Programme (Refresher Course in Commerce and Management) On 08.07.2016	Emerging Issues in Commerce Education
29	Dept. of Studies in Commerce, University of Mysore, Mysuru	National Seminar on Insurance On 11.07.2016	Insurance Education in India: Challenges and Opportunities
30	Seshadripuram Educational Trust, Bangalore	National Conference on Indian Banking Sector 19.10.2016	Customer Proclivity Towards E-Banking Services
31	SDM Institute for Management Development, Mysuru	Conference on Emerging Trends in Marketing 28.10.2016	Consumer Perception Towards Domestic Soft Drinks in Belthangady Taluk
32	SDM Institute for Management Development, Mysuru	2 <sup>nd</sup> International Conference on Inclusive Economic Growth and Sustainable Development 18-19 Nov. 2016	Investors Perception Towards Stock Market with Special Reference to Dakshina Kannada
33	Indian Academy of Social Sciences and University of Mysore	XL Indian Social Science Congress Dec. 19-23,2016	Socio Economic Challenges of Women Empowerment
34	ST. Joseph's College of Commerce, Bangalore	International Conference on Integrated Reporting 20.02.2017	The Evolution of Corporate Responsibility Reporting for Integrated Performance
35	Entrepreneurship Development Institute of India, Ahmedabad	Twelfth Biennial Conference Feb. 22-24,2017	A Study on Domestic Soft Drinks Manufacturing Entrepreneurs in Selected Districts of Karnataka
36	PG Dept. of Commerce Utkal University, Bhubaneswar	International Seminar Resurgent Rural India March 18-19, 2017	Rural Investor Perception Towards Stock Market with Special Reference to Mysore District
37	PG Dept. Commerce	Two Days National	An Evaluation of Goods and

	Teresian College, Mysuru	Seminar Emerging Trends in A/C'ing & Taxation April 20-21, 2017	Service Tax: Impact and Implications
38	Basudev Somani College, Mysuru	National Seminar on Cyber Security 05.05.2017	Cyber Crime in the Economy: Challenges and Solutions
39	SDM Institute for Management Development, Mysuru	6 <sup>th</sup> International Conference on Managing Human Resources Dec. 8-9, 2017	Human Capital Formation in India Challenges and New Directions
40	JSS Centre for Management Studies, Mysuru	National Conference on Trends & Prospects in Banking Dec. 15-16, 2017	A Study on Indian Banking Sector: Emerging Trends and Latest Technologies
41	Institute of Mgt. Studies & Research Kuvempu University Shankaraghatta	Two Day National Seminar on Start-up Policy Feb. 23-24, 2018	Trends in Financial Reporting in India- An Analysis of Extensible Business Reporting Language
42	JSS College of Commerce Nanjangud	National Seminar on Health Insurance 09.03.2018	Benefits in RSBY and Yashaswini Health Insurance
43	Dept. of Studies in Bus. Administration, University of Mysore	Two Day National Conference on Digital Revolution March 16-17, 2018	Application of Technology Acceptance Model in Unified Payment Interface Services Adoption in Mysuru
44	JSS College of Commerce, Nanjangud & Mysore Insurance Institute, Mysuru	National Seminar on Health Insurance- Challenges Prospects 19.03.2018	Comparison of Benefits in RSBY and Yashawini Health Insurance Schemes: A study in Chamarajanagar Dist.
45	Dept. of Studies in Commerce University of Mysore	National Seminar on Sustainable Development 21.03.2018	The Role of Business Education in the Sustainable Development
46	PES Degree College Hanumanthanagar Bangalore	National Conference 07.04.2018	Digital India – Transforming Indian Economy
47	International Multidisciplinary Research Foundation Chandigarh, India	International Conference on Emerging Trends in E-Business July 20-21, 2018	Leading Marketing Strategies and Techniques for E-Commerce Trends
48	Centre for Study of Social Exclusion and Inclusive Policy Manasagangothri Mysuru	ICSSR Sponsored National Seminar on Digital India 30.08.2018	Performance Review and Efficacy Assignment Techniques in Digital Marketing
49	Shri Dharmasthala Manjunatheshwara Institute for Mgt. Development, Mysuru	7 <sup>th</sup> International Conference on Emerging Trends in FAB 7-8 September 2018	A study on Financial Support Schemes of SIDBI to MSME in India
50	Sai Ram Institute of	8 <sup>th</sup> International	A study on Roles of SIDBI in

	Mgt. Studies, Chennai Tamil Nadu, India	Conference on Innovation Sustainable Development 10–11 <sup>th</sup> Oct 2018	Development of MSMEs in India
51	Teresian College PG Dept. of Commerce Mysuru	International Conference 27–28 <sup>th</sup> Nov 2018	Dynamics of Entrepreneurship
52	Dept. of Commerce Osmania University Hyderabad	71 <sup>st</sup> All India Commerce Conference 20-22 <sup>nd</sup> Dec.2018	Conceptual on XBRL Implementation in India: Issues and Challenges
53	Dr.B.R.Ambedkar PG Centre Chamarajanagar	National Seminar on Consumer Protection 13.03.2019	Consumer Protection – Issues and Challenges
54	AICIBS, Cambridge United Kingdom	5 <sup>th</sup> Academic International Conference 22-24 <sup>th</sup> July 2019	Accounting for CSR in Indian Scenario – A Perception Analysis
55	SKPFGC Vidyavardhaka Sangha VVCE Campus Gokulam, Mysuru	National Level Seminar on Economic Development 11 <sup>th</sup> October 2019	Women Entrepreneurs and Economic Development: Indian Perspective.
56	KIIT Deemed to be University Bhubaneswar	72 <sup>nd</sup> All India Commerce Conference & International Seminar 22 <sup>nd</sup> -24 <sup>th</sup> Dec. 2019	Application of Robotic Technology in Accounting and Auditing of Business and Financial Information

**E. UGC Sponsored Research Projects Completed:**

Sl. No.	Activity	Title of the Project	Amount (Rs.)
01.	Consultancy Project 20.06.2018	UGC-MOOC-SWAYAM PG Degree Online Course on Goods and Services Tax	13,00,000=00
02.	Minor Research Project 08.02.2019	Farmers Perception and Awareness about Crop Insurance: A Study with Special Reference to Mysore District, Karnataka	1,00,000=00
03.	Consultancy Project 08.07.2019	EMRC-MOOC-SWAYAM Online Course on Tourism and Travel Management	5,00,000=00