

FACULTY PROFILE



	Name		Dr. C. Shobha
	Present Designation		Assistant Professor
	Department		Commerce and Management
	Residential Address		w/o Dr.T.Hanumantha Raya Sukeerthi nilaya, 2 nd main 7 th cross, SriNagara, TUMKUR, Karnataka State
	Mobile Number		9481436066
	Email ID		cshobha444.rai@gmail.com
	Academic Qualification		
	Degree	University	Year of Award
	B.Com	Gulbarga University	1990
	M.Com	Gulbarga University	1992
	PGDFM	KSOU, MYSORE	2011
	M.Phil.	Gulbarga University	2002
	Ph.D.	Gulbarga University	2011
	Ph.D. Topic:	Human Resource development in commercial Banks – selected banks at Tumkur district	
	Guided By:	Dr. R. Maregowda	
	SLET/KSET – Year of Passing		2005
6	Area of Research Specialization	Human Resource development, Operation Research and quantitative techniques, Taxation, Statistics, Finance, Costing, Management Accounting, Quantitative analysis etc.,	

	Teaching Experience			
	Designation Lecture	From	To	Place
1.	Veerashaiva College	1993	1994	BELLARY
2.	St.Johns College	1994	1995	BELLARY

3.	Allum Sumangalamma college for women	1995	1996	BELLARY
4.	Sri siddartha first grade college	1996	1997	TUMKUR
5	Vidya vahini first grade college	2000	2005	TUMKUR
6.	Veera shaiva first grade college	2005	2009	BELLARY
7.	Govt. first grade college	2009	2010	SAKARAYA PATNA, CHIKKAMAGALURU Dist.
8.	Tumkur University	11 th May 2010	till today	TUMKUR

Period of teaching Experience: P.G. Classes 10 Years

U.G. Classes 20 years

Period of Research experience 6 years

	Research Guidance		
	Ph.D.		
	Name of Student	Thesis	Year
1	Ranga swamy B.V	Promotion of Eco tourism	Awarded
2	Sandeep K	The efficacy of agri- commodities in mitigation of agri- commodity price risk: an empirical study on cotton growing farmers of north Karnataka	Awarded
3	Akshay Kumar	A study on socio economic impact of Airtel,JIO,Paytm with special reference to payment banks at Bangalore semi urban	Pursuing
4	Noor Ayesha	A study on impact of brand equity on consumer purchase decision	Pursuing
5	Nayana Kumari	Impact of digital HR in enhancing organizational performance at select IT companies in Bangalore city	Pursuing
6	Priyanka	Admission taken title has not finalized after course work it finalised	Pursuing
7	Dhanush	Admission taken title has not finalized after course	Pursuing

		work it finalised	
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20	Papers Presented/ Lecturers Delivered/ Sessions Chaired in Conference and Symposia (International)	(Tick below)		
	Details	Paper Presented	Lecture Delivered	Session Chaired
	Third international conference on Micro finance at pondicherry university during 22 nd – 24 th january 2010.	✓		
	Two day international conference at udipur rajasthans paper published on financial crisis affected corporate governance in emerging markets, held on april 13 th and 14 th 2012.			
	International conference on ethics , governance and international financial reporting standards conducted by sri darmasthala manjunatheshwara college , ujire d.k karnataka presented paper on financial crisis affected corporate governance in emerging issues held on 24 th and 25 th feb 2011 ISBN no 978-93-81195-25-3			
	International Index Journal of Paripex Indian journal of applied Research @ Ahmedabad published an article on Insight in to Derivative Markets; Indian perspective. ISSN No.2249 555x			
	International conference on Urbanisation and economic transformation: Issues and Challenges Organised by Dept. of studies and research in Economics on 12 th and 13 th October,2012.			
	International Conference on Yoga In Education jointly organized by Tumkur University,Tumkur and S-Vyasa Yoga University Bangalore on Nov 27 th and 28 th 2012.			
	International conference on contemporary Human sufferings: Wisdom Of Bhagwan Buddha. Organised by Tumkur University, Tumkur and Sera Jey monastic University, Bylkuppe.			
21	Papers Presented/ Lecturers Delivered/ Sessions Chaired in Conference and Symposia (National)	(Tick below)		
	Details	Paper Presented	Lecture Delivered	Session Chaired

1.	Sri Darmasthala Manjunatheswara College UJIRE on topic Ethics, Governance and International financial reporting standards.	✓		
2.	Government R.C.College of Commerce & Management, on topic contemporary issues in commerce and management research	✓		
3.	Tumkur Management Association Affiliated to all India Management Association on the topic Shaping the Young mind Programme	✓		
4.	Swamy Vivekananda college of Commerce & Management, Tumkur. New Vistas of Business Education in India.	✓		
5.	Pondicherry University, Pondicherry. National Conference on Currency (Forex) Derivatives	✓		
6.	University College of Arts, Tumkur, Human rights and contemporary Issues.	✓		
7.	Sri Krishnadevaraya University, Bellary Contemporary Management Practices and Just Society	✓		
8.	Pacific Academy of Higher Education & Research University Contemporary Innovative Practices in Management	✓		
9.	Tumkur University, Tumkur, Economic Growth through Innovative Entrepreneurship	✓		
10.	Eduved International Journal of Interdisciplinary Research, Eduved International Journal of Interdisciplinary Research	✓		
11	Madanpalle institute of technology and science Innovative management strategies	✓		
12	Tumkur university Tumkur, Economic paradigms of healthcare in India : issues and challenges	✓		
13	Indian journal of applied research, Indian journal of applied research	✓		
14	Tumkur university Tumkur, Digital Resources in Higher Academic Research	✓		
15	Karnataka state higher Education Council and Tumkur University, Tumkur Philosophy of Science	✓		
16	Tumkur university Tumkur, Demographic dividend for India: Challenges and opportunities	✓		
17	Tumkur university Tumkur, New Paradigms and perspectives for business excellence	✓		
18	Tumkur university Tumkur, New Paradigms and perspectives for business excellence, Role of Human Resource Management—Talent management.	✓		
19	Tumkur university Tumkur, New Paradigms and perspectives for business excellence Indian retail emerging – Issues and challenges	✓		
20	Tumkur university Tumkur, New Paradigms and perspectives for business excellence, Issues and challenges in online Marketing	✓		

21	Tumkur university Tumkur, Retail sector in India: opportunities and challenges Emerging trends in modern retail formats and customer behaviour in India	✓		
22	Tumkur university Tumkur, Retail sector in India: opportunities and challenges The impact of FDI on Indian retail sector and Indian supply chain management	✓		
23	Tumkur university Tumkur, Retail sector in India: opportunities and challenges Challenges and Opportunities in retail sector in India in the Global scenario	✓		
24	Karnataka state higher education council, Bengaluru Inter university accelerator facility workshop	✓		
25	Sri Siddhartha institute of business management, Tumkur Innovations and Research in Commerce & Management A New Vistas in Management- Knowledge Management	✓		
26	Tumkur University, Dept. of Economics Urbanisation and Economic Transformation: Issues and challenges Sponsered by ICSSR	✓		
27	Tumkur university, Tumkur in association with Belgaum integrated rural development society (BIRDS), Gokak dist. Newer Concerns of Older persons Oldage , Entrenched memories and political Tumoil	✓		
28	Tumkur university , Tumkur Emerging issues and innovation in Management Education Innovation in business management education - a study	✓		
29	Higher Education Council, Bangalore, Business Innovation and Technology Management Marketing Innovation For A Better Sustainable Development- Challenges	✓		
30	Tumkur University Tumkur, Yoga in Education	✓		
31	Higher Education Council, Bangalore and Tumkur University,Tumkur, Role of women in social development	✓		
32	Tumkur university Tumkur, Research methodology and introduction to SPSS	✓		
33	Tumkur university Tumkur, Contemporary human suffering Wisdom of Bhagawan Budda	✓		
34	SEA College of , science, Commerce & Arts National conference on opportunities and challenges with consolidation of banks with specific reference to India. Technology dimension for the consolidation in banking sector	✓		
35	Tumkur University and Gayana Samaja, Bengaluru Karnataka music and culture	✓		
36	Tumkur University and East Point College of Engineering and Technology, Technology in Busness: A competitive Edge For Organisations NCTB-2013 A new	✓		

	vista in management-Knowledge management			
37	Gulbarga University,Gulbarga, The role of corporate responsibility for an inclusive growth in the society Corporate social responsibility and ethics in marketing	✓		
38	Tumkur University and Ramakrishna- Vivekananda Ashrama Swamy Vivekananda – An Epoch maker 150 th Birth anniversary celebration	✓		
39	Tumkur University, Tumkur Changing dimension and contemporary issues in IFRS, direct Tax code and corporate governance.	✓		
40	66 th All Indian Commerce Association Inclusive growth and sustainability- Role of Commerce education in India	✓		
41	Central University Karnataka.Gulbarga school of business studies ICSSR Sponsored national conference on performance, challenges and prospects7 of MSMES in india	✓		
42	Tumkur university, 10 th federation of teachers councils of commerce and management in Karnataka Dimensions for business education	✓		
43	Gurushree college of commefce and social work, Tumkur, Role of microfinance in sustainable social devolpment Women empowerment through Micro finance	✓		
44	Gurushree college of commerce and social work, Tumkur, Role of microfinance in sustainable social development. Role of Micro Finance in social development	✓		
45	Tumkur university teachers association Qualitative dimensions in higher education with a special focus on RUSA	✓		
46	Tumkur university, International women day “avalarivu” International Women day programme	✓		
47	Tumkur university and Bangalore Insurance Institute Indian Insurance sector: innovation, sustainability and social impact Corporate Governance in Insurance sector	✓		
48	Union Christian college and alumni association Tumkur Youth empowerment- possibilities and challenges Youth empowerment and challenges in India	✓		
49	Tumkur university, New policy implementation and issues in Direct tax, corporate tax and foreign trade Resource person	✓		
50	Tumkur university New policy implementation and issues in Direct tax, corporate tax and foreign trade Implementations and issues in corporate tax	✓		
51	Tumkur university An engine for inclusive growth and sustainable development	✓		

52	Tumkur university, An engine for inclusive growth and sustainable development Sustainability and growth of ITC company	✓		
53	A.D.B.first grade college Harapanahalli, Davanagere, Emerging issues in retailing Emerging issues in retailing	✓		
54	Tumkur university Dept. of social works Sustainable livelihood and poverty alleviation: social work responses and challenges Sustainability of resources and optimization of profit	✓		
55	Basudev somani college- PG centre New vistas and Horizons in commerce New vistas and Horizons in commerce	✓		
56	Govt. first grade college, Tiptur, Emerging issues of Commerce and Management in higher education Emerging issues of Commerce and Management in higher education	✓		
57	Gulbarga University ,Kalburgi, Agriculture finance in India: trends, Issues and challenges Agriculture finance in India Issues and challenges	✓		
58	Tumkur university and Maahabodhi society, Bengaluru, Human freedom, social justice and Buddhism a 21 st century interface Social justice and Buddhism- a study	✓		
59	Basudev somani college, Mysore Issues and challenges of global work place –destination 2020 Issues and challenges in commerce education	✓		
60	Govt. first grade college, Tiptur Emerging issues of Commerce and Management in higher education Emerging issues of Commerce and Management in higher education	✓		
61	Gulbarga University ,Kalburgi, Agriculture finance in India: trends, Issues and challenges Agriculture finance in India Issues and challenges	✓		
62	Tumkur university and Maahabodhi society, Bengaluru, Human freedom, social justice and Buddhism a 21 st century interface Social justice and Buddhism- a study	✓		
63	Govt. first grade college, Malur, Kolar dist. Implication of GST on Indian business- opportunities and challenges Impact of GST on day to day life of common man	✓		
64	Tumkur university Management of evolving trends of Indian economy –A new outlook Digital India – vision, pillars and its impact on society	✓		
65	KV institute of management and information studies – Coimbatore Workshop on SPSS in Management research.	✓		
66	Tumkur University Transforming India through innovation and entrepreneurship Innovations in	✓		

	Business Entrepreneurship			
67	International journal of research and analytical reviews, IJRAR, A study on the brand equity and consumers purchase decision with special reference to prestige kitchen appliances	✓		
68	Darshan degree college, Bangalore University Digital India- transforming in HR, marketing and finance Contemporary issues in capital markets	✓		
69	Laxmi book publication Laxmi book publication, Maharastra, Encountering price risk facing by cotton growing farmers using commodity derivatives	✓		
70	SPJMR, Suraj punj journal for multidisciplinary research, Pune, Problems faced by Eco- tourists visiting Karnataka	✓		
71	Govt. first grade college, Devanahalli, Bangalore rural Women in Trasition: achievement, issues and challenges, A study on women entrenership in Karnataka	✓		
72	Dept. of Commerce, Tumkur University ,Tumkur Innovative strategies for inclusive growth and sustainable economic development opportunities and challenges, Role of higher in sustainable economic development	✓		
73	Dept. of Commerce, Tumkur University ,Tumkur Innovative strategies for inclusive growth and sustainable economic development opportunities and challenges Brand equity as innovative marketing strategy	✓		
74	Dept. of Commerce, Tumkur University ,Tumkur Innovative strategies for inclusive growth and sustainable economic development opportunities and challenges Emotional Intelligence: Astrategic tool for the empowerment of emerging managers	✓		
75	Dept. of Commerce, Tumkur University ,Tumkur Innovative strategies for inclusive growth and sustainable economic development opportunities and challenges, Impact of digitalization on life Insurance	✓		
76	Dept. of Commerce, Tumkur University ,Tumkur Innovative strategies for inclusive growth and sustainable economic development opportunities and challenges.	✓		
22	Publications of Books / Chapters edited			
	Business education in India – Direction for development – author Dr.B.Shekhar ISON 93-81441-28-6 paper on Small scale industries in India.			
	Macro dynamics of Business education -- Author Dr.B.Shekhar ISON 93-81441-29-4 Paper on Corporate governance in successful emerging markets.			

23	Research Publications in Refereed Journals / UGC approved		
	Indian Journal of applied Research on topic Patients satisfaction level towards service rendered by government hospital with reference to Tumkur district volume 6 issue 4 th April 2016, ISSN – 2249- 555X with impact factor : 3.919		
	Indian Journal of applied Research on topic cause marketing an evaluative study volume 6 issue 4 th April 2016, ISSN – 2249- 555X with impact factor : 3.919		
	Indian Journal of applied Research on topic an insight into derivative markets:Indian perspective derivatives with ISSN– 2249- 555X,volume 1 issue 9, june 2012.		
	International journal of multidisciplinary research review volume no 1 issue 7 sept 2015 with an ISSN-2395-1885 topic-retailing strategies for customers satisfaction at more and planet max at Tumkur district Karnataka state-a comparative study.		
	Indian Journal of applied Research an international journal on the topic human resource development in commercial banks is study with special reference to commercial banks in Tumkur district with ISSN NO-2249-555X IMPACT FACTOR:4.894.A UGC approved journal(Sr.49333)		
	International journal of scientific research on the topic financial inclusion through micro finance institution with an impact factor 4.176, index Copernicus IC value:93.98 UGC approved journal Sr.No.49217 and An MCI Approved journal.		
	Indian journal of applied research with an ISSN NO.2249-555X Index Copernicus value 86.18 with an impact factor 4.894 on the topic Customer satisfaction towards Philips electronic products in Tumkur city with UGC approved Sl.No.49333.		
	Indian journal of applied research with an ISSN No.2249/555X with an impact factor 4.894 on the topic Human Resource development in commercial banks with special reference to Tumkur city with UGC approved Sl.No.49333.		
	Research Projects		
	Completed		
	Title of Project	Funding Agency	Duration Amount Sanctioned
	Trading Practices of peanuts with special reference to Tumkur dist	ICSSR, New Delhi	2 Years Rs.2,00,000
	Membership of Professional Organizations		
1	Member of BOS in P.G. Dept. of Studies and research in Commerce, Tumkur University, TUMKUR, academic year 2010 -2011.		

2	2011-2012 Academic year Governing council member for Hemadri Institute of Management Studies, TUMKUR.
3	BOAE Member of D.Litt Degree for the academic year 2011-2012, Tumkur University Tumkur.
4	BOE Member for M.Com, KSOU, Mysore for the academic year 2012- 2013.
5	Chairman BOE Dept. of studies and research in Commerce for the academic year 2015-2016.
6	Ladies hostel warden for PG students from 2011 to 2017
7	Ladies hostel warden for UG students from 2019 to till date
8	External examiner for PG project vivo voce
9	Guided PG students in preparing project work
10	Valuations done in different Universities like Bangalore University, Mangalore University, Rani chennamma University, Gulbarga University, Davengere University, Dravidian University.

Orientation/Refresher Course / FDP

Nature of the Course	Place	Duration	Sponsoring Agency
Orientation course	University of Kerala, Kariavottom, Trivandrum	11/10/2011 07/11/2011	University of Kerala
Refresher Course	University of Mysore Mysore	30/06/2015 20/07/2015	University of Mysore, Manasa Gangotri, Mysore
UGC sponsored Refresher course	University of Mysore Mysore	30/06/2015 20/07/2015	Human Resource Development centre (HRDC)
UGC sponsored Refresher course	Bangalore University, Bangalore	06/12/2017 27/12/2017	Human Resource Development centre (HRDC)
National Level Online FDP	Belagavi	One week 21/05/2020 27/05/2020	Dept.of Post Graduate Studies & Research in Commerce, Rani Chennamma University
Online Refresher Course	University of Mysore Mysore	Two Weeks 06/11/2020 19/11/2020	UGC-HRDC University of Mysore.
Workshop on SPSS in	Coimbatore	One day	KV Institute of Management

Management Research 100% hands on workshop			and Information studies
Workshop on Investment Management	Tumkur University	One Day	Tumkur University
Workshop on self- instructional Materials (SIMs)	Tumkur University	One Day	Directorate of Distance Education TUT
Workshop on opportunities in higher education in Europe	Tumkur University	One Day	International office Tumkur University
International Level Online FDP	Chennai	One week 24/06/2020 30/06/2020	Sai Ram Institute of Management Studies, Sai Ram Engineering College
Online Short-term course	Ahmedabad	One week 25/06/2020 01/07/2020	UGC-HRDC Gujarat University, Ahmedabad
Workshop on IQAC functioning and new methodology of NAAC	Tumkur University	One day	Internal quality assurance cell ,Tumkur University, Tumkur

Participated as BOS/BOE / Chief Examiner/ any other examination related responsibilities

- Member of BOS at P.G. Dept. of Studies and research in Commerce, Tumkur University, TUMKUR, academic year 2010 -2011.
- BOAE Member of D.Litt Degree for the academic year 2011-2012, Tumkur University Tumkur.
- BOE member Dept. of studies and research in Commerce, Tumkur University, Tumkur. 2011-2012, 2012-2013, 2013-2014, 2014-2015, 2015-2016, 2016-2017.
- BOE Member for M.Com, KSOU, Mysore for the academic year 2012- 2013.
- Chairman BOE Dept. of studies and research in Commerce for the academic year 2015- 2016.

27. Additional responsibilities in addition to regular work at the University

- 2011-2012 Academic year Governing council member for Hemadri Institute of Management Studies, TUMKUR.
- P.G.Ladies Hostel Warden, Tumkur University, Tumkur, Academic year 2011 - 2013, 2014-15, 2015-2016, 2016-2017.
- Co ordinator of Centre for Project Management, Tumkur University Tumkur Academic Year 2011-2012.
- NSS Advisory committee member for the academic year 2010-2011.
- Member for students Grevience and redressal cell, Tumkur University.

- f. Special Officer Ph.D Section for Commerce and Management academic year 2015-2016.
- g. Governing council body member of Varadaraju First Grade College, Tumkur for the Academic year 2013-2014, 2014-2015, 2015-2016, 2016 – 2017, 2017 – 2018, 2018-2019, 2019-2020, 2020-2021.
- h. Governing council body member of SVS first Grade College for the Academic year 2014-2015, 2015 – 2016, 2016 – 2017, 2017 – 2018, 2018-2019, 2019-2020, 2020-2021.
- i. Governing council body member for Oxford Jain College, Tumkur. For the academic year 2016-2017, 2017-2018, 2018-2019, 2019-2020, 2020-2021.

28. Recognitions/Fellowships/Medals/Doctoral/PDF etc.,

Any other achievements / Activities

1. In recognition of an outstanding contribution to the quality of the Journal and **certificate of Excellence in Reviewing of Article for the research paper title “Encountering price risk facing by cotton growing farmers using commodity derivatives”.**
2. Karnataka Excellence awards 2021 received Best lecturer of commerce.

QUESTION PAPER SETTING

Question Paper Setting for universities like Bangalore University, Gulbarga

Sl.No	Date	College	Title	Presented paper	<u>ISBN</u> /ISSN NO	Level
1	30 th March 2003	Bangalore University	Changing Dimensions of Banking and Insurance- Challenges and Opportunities	Changing Dimensions of Banking	----	One Day National seminar
02	2 nd and 3 rd March 2007	Veershaiva College, BELLARY	Emerging trends in Business Education	----	---	Two day National Seminar
03	29 th and 30 th March 2007	Vijaya Nagar College, Hospet, BELLARY	Mining Industry and its Impact	-----	-----	Two Days state level conference
04	8 th and 9 th Feb 2008	Gulbarga University, GULBARGA	Competency Building Through Business Education For Changing Global Business Environment	Human Resource Development in Banking Sector Of India – Some Problems	----	State Level Conference
05	20 th &21 st 2009	Sree Siddaganga College of Arts, Science and Commerce	Best Practices in College Education with reference to employability & Quality Enhancement	College Education with reference to quality enhancement.	----- --	Two day National level Conference
06	23 rd Oct 2009	Tumkur University, TUMKUR	Emerging Dimensions of Business Education in India	Management Education In India Challenges & Implications	-----	One day National Seminar
07	26 th &27 th Feb 2010	Kuvempu University, Shankaraghatta	Enabling New Age Competencies In Business Education-a Global Perspective	-----		Eighth State level Conference Of Commerce
08	28 th Aug 2010	Tumkur University, Tumkur	Knowledge Utsav	Emerging trends in human resource development in	----- ---	National level conference

				commercial banks		
09	5 th and 6 th Oct 2010	Sree Siddaganga college Of Arts Science & Commerce For Women,Tumkur	Globalization~ The Need For New Economic Thought & Policy Prescription	~~~~~	~~~~ ~~~~	U.G.C. Sponsored National Level Seminar
10	22 nd &23 rd Oct 2010	Sree Siddaganga college Of Arts Science & Commerce For Women, Tumkur	Building Young Adults To Override Recession	Financial Crises & RBI's Measures To Combat Crisis (CoAuthored)	~~~~ ~~	U.G.C. Sponsored National Level Seminar
11	22 nd &23 rd Oct 2010	Sree Siddaganga college Of Arts Science & Commerce For Women, Tumkur	Building Young Adults To Override Recession	~~~~~	Rapp orteu r	U.G.C. Sponsored National Level Seminar
12	22 nd &23 rd Oct 2010	Sree Siddaganga college Of Arts Science & Commerce For Women, Tumkur	Building Young Adults To Override Recession	Building Young Adults	~~~~	U.G.C. Sponsored National Level Seminar
13	30 th Oct 2010	Sheshadripuram college, Bangalore	Nurturing Life skill: Towards an enabling work Environment	~~~~~	~~~~ ~~~~	National level faculty development programme
14	15 th &16 th 2010	Siddaganga Institute of Technology, TUMKUR.	Micro finance and sustainable livelihood promotion in India.	~~~~~	~~~~ ~~~~ ~	National Seminar
15	29 th Jan 2011	Tumkur University college teacher Association, Tumkur	New dimensions in Higher education	~~~~~	~~~~	State Level Seminar
16	16 th Feb 2011	Sree Siddaganga college Of Arts Science &	Development of Green Campus in Educational Institutions	~~~~~	~~~~	State Level Seminar

		Commerce .				
17	30 th April 2011	Sree Siddaganga college Of Arts Science & Commerce . Tumkur	Challenge in English Language Teaching— SPELL	~~~~~	~~~~	UGC Sponsored State Level Seminar
18	19 th & 20 th Aug 2011	Tumkur University, Tumkur	Strtegic management for Global Competativeness- Issues and challenges.	~~~~~	Rapp orteu r	Two day National Seminar
19	15 th sept 2011	Tumkur University, Tumkur	Global Economic Recession –its implications on Indian Economy	~~~~	~~~	National Level Seminar
20	19 th Nov 2011	Tumkur University, Tumkur	Human resource strategies’ in the competitive global business environment – issues and Challenges	Talent management – exploring new horizons	ISBN - 9788 1923 2063 2 page 140~ 143	National conference
21	26 th Nov 2011	Tumkur University, Tumkur	Land and Water rights: Issues and Responses	Rain Water Harvesting Practices – Issues and challenges	~~~	National conference
22	1 st Dec 2011	Tumkur University, Tumkur	Agricultural marketing in India directions for development	~~~~~	~~~~	National conference
23	2 nd & 3 rd Dec 2011	Tumkur University, Tumkur	Innovations and challenges in Business Horizon	A Study on prospective and problems of E-Commerce	--	National conference
24	3 rd Dec 2011	Tumkur University, Tumkur	Innovations and challenges in Business Horizon	Emerging issues in Mutual Funds	--	National conference
25	3 rd Dec 2011	Tumkur University,	Innovations and challenges	Emerging Horizons in	--	National conference

		Tumkur	in Business Horizon	Human Resource Management		
26	21 st Dec 2011	Karnataka state higher Education Council and Tumkur University, Tumkur	Quality Management Practices for Organizational Excellence	The need of quality management system in organization – a study	Proceedings page 96	National conference
27	26 th , 27 th , & 28 th Dec 2011	Vedanta Bharathi and Tumkur University, Tumkur	Vedantha: A Holistic Approach	~~~~~	~~~	National conference
28	24 th and 25 th Feb 2012	Sri Darmasthala Manjunatheswara College, UJIRE	Ethics, Governance & International financial Reporting Standards	Financial Crisis Affected Corporate Governance in Emerging Markets	ISBN 978-93-81195-25-3 United publisher. Mangalore	International seminar
29	29 th Feb 2012	Government R.C.College of Commerce & Management	Contemporary issues in Commerce & Management Research	~~~~	~~~~	National Workshop
30	6 th Mar 2012	Tumkur Management Association Affiliated to all India Management Association	Shaping the Young mind Programme	~~~~	~~~~	~~~~~
31	10 th Mar 2012	Swamy Vivekananda college of Commerce & Management, Tumkur	New Vistas of Business Education in India	New Vistas in Management —Knowledge Management	~~~~	National Conference
32	16 th & 17 th Mar 2012	Pondicherry University, Pondicherry.	National Conference on Currency (Forex) Derivatives	Derivative Markets Challenges and Opportunities	~~	National Conference

				in Indian Market		
33	29 th & 30 th Mar 2012	University College of Arts, Tumkur	Human rights and contemporary Issues	~~~~~	~~~~~	U.G.C. Sponsored Two Day National Level Seminar
34	30 th & 31 st Mar 2012	Sri Krishnadevaraya University, Bellary	Contemporary Management Practices and Just Society	Rural Marketing in India- Issues and Challenges	~~~~	National Conference
35	13 th & 14 th April 2012	Pacific Academy of Higher Education & Research University	Contemporary Innovative Practices in Management	Financial Crisis affected Corporate Governance in emerging Markets	~~~~~ ~~~~~	International Conference
36	11 th & 12 th of may 2012	Madanpalle institute of technology and science	Innovative management strategies	Role of HR : a shift from business function to business integration	ISBN : 978-93-82163-21-3 page 129	National conference
37	11 th may 2012	Tumkur university Tumkur	Economic paradigms of healthcare in india : issues and challenges	Health care infrastructure in india	ISBN: 978-81-8387-556-1	National conference
38	9 th June 2012	Indian journal of applied research	Indian journal of applied research	An insight into derivative markets : indian perspective	ISSN – 2249 - 555x volume : 1 issue : 9 page 14-16	International publication
39	27 th June 2012	Tumkur university Tumkur	Digital Resources in Higher	Organization of digital resources for	ISBN no 978-	National conference

			Academic Research	community people	81-9243 93-0-3 page 155-158	
40	4 th July 2012	Karnataka state higher Education Council and Tumkur University, Tumkur	Philosophy of Science	~~~~~	~~~~ ~~~~	Seminar
41	31 st July 2012	Tumkur university Tumkur	Demographic Dividend for India: Challenges and opportunities	Demographic Dividend in India –Issues Challenges & opportunities	~~~~	National Conference
42	4 th Aug 2012	Tumkur university Tumkur	New Paradigms and perspectives for business excellence	Green Marketing in India- an overview		National Conference
43	4 th Aug 2012	Tumkur university Tumkur	New Paradigms and perspectives for business excellence	Role of Human Resouce Management —Talent Management.	ISBN – 978-81-9243 93-6-5 page 356	National Conference
44	4 th Aug 2012	Tumkur university Tumkur	New Paradigms and perspectives for business excellence	Indian retail emerging – Issues and challenges		National Conference
45	4 th Aug 2012	Tumkur university Tumkur	New Paradigms and perspectives for business excellence	Issues and challenges in online Marketing		National Conference
46	25 th Aug 2012	Tumkur university Tumkur	Retail sector in India: opportunities and challenges	Emerging trends in modern retail formats and customer behaviour in India		National Conference

47	25 th Aug 2012	Tumkur university Tumkur	Retail sector in India: opportunities and challenges	The impact of FDI on Indian retail sector and Indian supply chain management		National Conference
48	25 th Aug 2012	Tumkur university Tumkur	Retail sector in India: opportunities and challenges	Challenges and Opportunities in retail sector in India in the Global scenario	ISBN: 978-93-5051 ~ 832-8	National Conference
49	27 th Aug 2012	Karnataka state higher education council, Bengaluru	Inter university accelerator facility workshop			One day workshop
50	28 th Sept 2012	Sri Siddhartha institute of business management, Tumkur	Innovations and Research in Commerce & Management	A New Vistas in Management-Knowledge Management		National conference
51	30 th Oct 2012	Tumkur university, Tumkur in association with Belgaum integrated rural development society (BIRDS), Gokak dist	Newer Concerns of Older persons	Oldage , Entrenched memories and political Tumoil	----	National conference
52	31 st Oct 2012	Tumkur university , Tumkur	Emerging issues and innovation in Management Education	Innovation in business management education - a study	978-93-5097 ~ 182-6	National conference
53	3 rd Nov 2012	Higher Education Council, Bangalore	Business Innovation and Technology Management	Marketing Innovation For A Better Sustainable Development-Challenges	978-81-9233 01-4-3	National conference
54	18 th -19 th & 20 th Dec 2012	Vedantha Bharathi and Tumkur University,	Contributions of Sri Vidyaranya	---	---	National conference

		Tumkur				
55	31 st Jan 2013	Higher Education Council, Bangalore and Tumkur University, Tumkur	Recent discoveries in protein science	~~~~	~~~	National conference
56	22 nd Jan 2013	Higher Education Council, Bangalore and Tumkur University, Tumkur	Biotechnological approaches for sustainable environmental management	~~~	~~~~	National conference
57	31 st Jan 2013	Higher Education Council, Bangalore and Tumkur University, Tumkur	Recent discoveries in protein science	~~~~~	~~~~~ ~~	National Conference
58	6 th Feb 2013	Higher Education Council, Bangalore and Tumkur University, Tumkur	Role of women in social development	~~~	~~~~	National seminar
59	17 th Feb 2013	Tumkur university Tumkur	Research methodology and introduction to SPSS	~~~~~	~~~~~	National Workshop
60	6 th March, 2013	Tumkur university Tumkur	Contemporary Human sufferings: wisdom of Bhagwan Budda			International conference
61	12 th March 2013	S.E.A college of Science, Commerce & Arts.	National conference on opportunities & challenges with consolidation of banks with specific reference to India	Technology dimension for the consolidation in banking sector		National conference
62	16 th march	Tumkur	Karnataka	~~~~~	~~~~~	National

	2013	University and Gayana Samaja, Bengaluru	music and culture		~	conference
63	28 th march 2013	Tumkur University and East Point College of Engineering and Technology	Technology in Business: A competitive Edge For Organisations NCTB-2013	A new vista in management- Knowledge management	ISBN: 978-81-923424-5-0	National conference
64	16 th March 2014	Tumkur university college teachers association,	Qualitative dimensions in higher education with a special focus on RUSA.			
65	21 st & 22 nd Feb 2014	Central university of Karnataka, Gulbarga. School of business studies.	ICSSR sponsored National conference on performance, challenges and prospects of MSMEs in India			National conference
66	7 th & 8 th March 2014	Tumkur University	10 th federation of teachers councils of commerce and management in Karnataka	Direction for business educations		National conference
67	15 th March 2014	Gurushree college of commerce and social work, tumkur	Role of micro finance in sustainable social development			National conference
68	28 th and 29 th March 2014	Tumkur University	International Women Day Avala Arivu			International Women Day

22. Published research papers in the peer-reviewed journals or UGC-listed journals (During the assessment period)

Sl No	Title of Paper	Name of Journal/ Publisher in case of Book	Date of Publication and Impact factor if any	Volume and Issue Number and Pages
01	Retailing strategies for customer satisfaction at	International journal of multi-disciplinary	Sept 2015, Impact	ISSN-2395-1877, vol 1,

	MORE and Planet Max at Tumkur district, Karnataka state- a comparative study	research review	factor:2.262	issue7, page 2-3 to 2-6
02	Cause marketing- an evaluative study	Indian journal of applied research	April 2016, Impact factor:3.919	ISSN-2249-555X, vol 6, issue 4, page 14-17
03	Financial inclusion through micro finance institution in Tumkur district with special reference to Pavagada Taluk	Indian journal of applied research	June 2016, Impact factor: 3.919	ISSN-2249-555X, Vol 6, issue 6, page 30-33
04	Students perception towards the behaviour of KSRTC drivers and conductors	Indian journal of applied research	July 2016, impact factor: 3.919	ISSN-2249-555X, Vol 6, issue 7, page 17-20
05	A study on impact of online stores in selected retail stores in Bangalore city	International contemporary research journal in management and social science	March 2016,	ISSN-2394-7691, Vol 2, Issue 2, page 202-207
06	Human resource development in commercial bank- a study with special reference to commercial banks in Tumkur District	Indian journal of applied research	Sept 2017, Impact factor: 4.894	ISSN-22449-555X, Vol 7, Issue 9, page 9-11
07	Customer satisfaction towards Philips electronic products in Tumkur city	Indian journal of applied research	Jan 2018, Impact factor: 4.894	ISSN-2249-555X, Vol 8, Issue 1 , page 68-70
08	Contemporary issues in capital markets	Primax foundation in association with Darshan degree college	Oct 2018, Impact factor: 6.1	ISSN-2279-543X, Vol 7, Issue 13, page 272-281
09	Encountering price risk facing by cotton growing farmers using commodity derivatives	Review of research international online multidisciplinary journal	Oct 2018, Impact factor: 5.7631	ISSN-2249-894X, Vol 8, Issue 1 , page 1-7
10	Promoting eco-tourism without harming ecology and nature	Suraj punj journal for multidisciplinary research	Dec 2018, Impact factor: 6.1	Vol 8, Issue 12, page 121-127
11	A study on the brand equity and consumers purchase decision with special reference to prestige kitchen appliances	International journal of research and analytical reviews	Sept 2018, Impact factor: 5.75	Vol 5, Issue 3, page 508-512

1. Research Papers in Peer-Reviewed or UGC listed Journals

S N	Title, Journal with volume, Year and Page No.s	First / Correspondi	Co-author	ISSN/ ISBN No.	Impact Factor	API Score
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		ng author				
01	International journal of multi disciplinary research review~~, Retailing strategies for customer satisfaction at More and Planet Max at tumkur district, karntaka state- a comparative study, vol-01, issue-07, page no.223-226, dated- sept 2015	Dr.C.Shobha	Dr.T.Hanumantharaya	ISSN 2395-1885/2395-1877	2.262	07
02	Innovation An engine for inclusive growth and sustainable development-	Dr.C.Shobha	Dr.T.Hanumantharaya	ISBN 978-93-84262-06-8	---	--
03	Indian journal of research in commerce, management, engineering and applied science- A study on awareness and adoption of solar energy among house hold in Tumkur city, pageno.04, vol-2, dated-April 2016	Dr.C.Shobha	-	2454-6593		--
04	Indian journal of applied research- Cause marketing- an evaluative study, vol-06, pageno.14-17, issue-04, dated-April 2016	Dr.C.Shobha	-	2249-555x	3.919	20
05	Indian journal of applied research- Financial inclusion through micro finance institution in Tumkur district a special reference to Pavagada taluk, pageno.30-33, vol-06, issue-06, dated-June 2016	Dr.C.Shobha	Dr.T.Hanumantharaya	2249-555X	3.919	07
06	Indian journal of applied research- students perception towards the behaviour of KSRTC drivers and conductors, pageno.17-20, vol-06, issue-07, dated- July 2016	Dr.C.Shobha	Dr.T.Hanumantharaya	2249-555X	3.919	07
07	International contemporary research journal in management and social science- a study on impact of online stores in selected retail stores in Bangalore city ,pageno.202-207, vol-02, issue-02, dated-march 2016	Dr.C.Shobha	Dr.T.Hanumantharaya	2394-7691	---	--
08	MIJBR MITS international journal of business research-	Dr.C.Shobha	Dr.T.Hanumantharaya	e-ISSN:239	--	--

	comparative study on work life balance of women's employees with reference to state bank of mysore and Karnataka bank ltd. In Tumkur city, pageno.46, vol-03, issue-02, dated- Dec 2016		raya	4-416/P- ISSN:2349-170,		
09	Indian journal of applied research- an international journal- human resource development in commercial banks a study with a special reference to commercial banks in Tumkur district, pageno. 09-11,vol-07, issue-09, dated- Sept 2017	Dr.C.Shobha	-	ISSN 2249-555X	4.894	20
10	National level conference on implication of GST on Indian business opportunities and challenges 2017- Impact of GST on day to day life of common man, a case study, pageno. 96-97, dated-2017	Dr.C.Shobha	Noor Ayesha	ISBN:978-93-5281-583-8	---	---
11	Managing evolving trends of Indian economy- a new outlook, demonitisation of Indian currency- a plunge in e-banking transactions, pageno.147-148, dated-2017	Dr.C.Shobha	Sandeep. K	ISBN:978-81-935319-2-1	--	---
12	Contemporary issues in ethinancs, governance and international financial reporting standard- Financial crisis affected corporate governance in emerging markets , pageno. 215-220, dated;2017	Dr.C.Shobha	Dr.T.Hanumantha raya	ISBN:978-93-81195-25-3	--	--
13	Managing evolving trends of Indian economy – a new outlook- the perception of the customers towards e-banking services in Bellary region , dated-2017	Dr.C.Shobha	Akshay.A	ISBN:978-81-935319-2-1	--	---
14	Managing evolving trends of Indian economy-a new outlook-digital India- vision, pillars and its impact on society , pageno.197-199, dated- 2017	Dr.C.Shobha	Noor Ayesha	ISBN:978-81-935319-2-1	--	--
15	Indian journal of applied research- customer satisfaction towards Philips electronic products in Tumkur	Dr.C.Shobha		ISSN:2249-555X,	4.894	20

	city,pagemo.68-70, vol-08, issue-01, dated-Jan 2018					
16	Premix foundation-international journal-contemporary issues in capital markets, pageno.272-281,vol-07, issue-13, dated- Oct 2018	Rangaswamy .B.V	Dr.C.Shobha	ISSN:2279-543X	6.1	17.5
17	Review of research-international online multi-disciplinary journal- en countering price risk facing by cotton growing farmers using commodity derivatives , vol-08, issue-01, dated- Oct 2018	Dr.C.Shobha	Sandeep. K	ISSN:2249-894X/	5.7631	17.5
18	Suraj Punj journal for multi-disciplinary research-promoting eco-tourism without harming ecoldgy and nature, pageno.121-127, vol-08, issue-12, dated-Dec 2018	Rangaswamy .B.V	Dr.C.Shobha	ISSN:2394-2886	6.1	17.5
19	International journal of research and analytical reviews-a study on the brand equity and consumer purchase decision with special reference to prestige kitchen appliance, pageno. 508-512, vol-05, issue-03, dated- Sept 2018	Noor Ayesha	Dr.C.Shobha	ISSN:2349-5138	5.75	17.5
20	Strategies for inclusive growth and sustainable economic development-brand equity as innovative marketing strategy,pageno.212-215, dated-2019	Noor Ayesha	Dr.C.Shobha	ISBN:978-93-88805-28-5	--	--
21	Strategies for inclusive growth and sustainable economic development- emotional intelligence- a strategic tool for an empowerment of emerging managers , page No.183-187, dated-2019	Dr.C.Shobha	Sandeep. K	ISBN:978-93-88805-28-5	--	--
Total						

The above information given by me is true

Dr.C.Shobha