

Srinivas S, MBA, UGC – NET, (Ph.D.)



CAREER OBJECTIVE

Aim to be associated with progressive and growth oriented institution that gives scope to apply my talent and skills with hard work and determination, and able to work in a managerial role or as part of team and having the proven ability to successful.

PROFESSIONAL EXPERIENCE

BGS INSTITUTE OF MANAGEMENT STUDIES
Department of Management Studies
Assistant Professor

Oct – 2021 – Till date

Chikkaballapur

- ✓ Academic in-charge in preparation of time tables, college prospectus, calendar of events etc.
- ✓ Preparing timetable and daily adjustments
- ✓ Preparing monthly and quarterly assessment test paper
- ✓ Making performance reports of the students
- ✓ Preparing Course material as per university norms
- ✓ Maintaining Department documents
- ✓ Project Guidance
- ✓ Organizing Inter-collegiate cultural fest
- ✓ Providing information for college website and college newsletter

TEACHERS' ACADEMY GROUP OF INSTITUTIONS
Department of Management Studies
Assistant Professor & HOD

Jul-2017 – Oct – 2021 (4 Years 3 Months)

Bengaluru

- ✓ Workload analysis of department faculties and allotting subjects
- ✓ Organizing seminars in the college
- ✓ Organizing industrial visits.
- ✓ Preparing timetable and daily adjustments

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 srinivassundargowda@gmail.com

 <https://linkedin.com/in/srinivassundargowda>



*Surya Prakash Nilaya,
Punyabhoomi Layout, 1st Main,
Bidarahalli, Virgonagar post,
Bengaluru – 560049*

ACADEMIC BACKGROUND

**Ph.D. Pursuing in Visvesvaraya
Technological University**

**UGC – NET Exam Qualified in the
year December-2021/June – 2022
Examination**

Master of Business Administration
specialized in Marketing from
**Visvesvaraya Technological
University** in the year of 2008,
secured **First Class Distinction**

Bachelor Degree from Bangalore
University in the year of 2006,
secured **First Class**.

SKILLS

- Pro-Active
- Team Player
- Flexible
- Complex Decision Making
- Strategic Analysis
- Inter-Personal Communication

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SUBJECTS HANDLED

- ✓ Marketing Management
- ✓ Supply Chain Management
- ✓ Services Marketing
- ✓ Consumer Behavior
- ✓ Corporate Environment
- ✓ Retail Management
- ✓ Business Organization & Environment
- ✓ Business Research & Methods
- ✓ Strategic Management
- ✓ Industrial Marketing
- ✓ Sales & Retail Management
- ✓ International Marketing
- ✓ Rural Marketing
- ✓ Strategic Brand Management
- ✓ Managerial Economics
- ✓ Management Information System
- ✓ Statistics for Managers
- ✓ Quantitative Techniques (Operation Research)

- ✓ Organizing Inter-collegiate cultural fest
- ✓ Convincing students and staff according to the management decision.
- ✓ Teaching students using audiovisual instrument
- ✓ Appointing faculty for the department when required
- ✓ Meet with parents to discuss progress and address behaviour or mastery issues.
- ✓ Preparing and maintaining department documents
- ✓ Encourage feedback from students. Make a note of their views, doubts and complaints and resolve them satisfactorily
- ✓ Project Guidance
- ✓ Preparing monthly and quarterly assessment test paper.

GOPALAN COLLEGE OF ENGINEERING & MANAGEMENT
Department of Management Studies
Assistant Professor

2011 – 2017(6 years)

Bengaluru

- ✓ Academic in-charge in preparation of time tables, college prospectus, calendar of events etc.
- ✓ Preparing timetable and daily adjustments
- ✓ Preparing monthly and quarterly assessment test paper.
- ✓ Making performance reports of the students.
- ✓ Preparing Course material as per university norms.
- ✓ Maintaining Department documents
- ✓ Project Guidance
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ACADEMIC PROJECT

Title: *The Study of Retailer Behavior towards FMCG Products*

Project site: *Jyothy Laboratories Ltd.*

Aim: *To know the Retailers Behavior towards Jyothy Laboratories FMCG Products.*

PERSONAL DETAILS

Father Name: *V M Sundar*

DOB: *13th February 1986*

Religion: *Hindu*

Nationality: *Indian*

Marital Status: *Married*

Languages Known: *English, Hindi, Kannada, Telugu, Tamil*

SAMPOORNA INSTITUTE OF TECHNOLOGY & RESEARCH
Department of Management Studies
Lecturer

2010- 2011(1 year)

Channapatna

- ✓ Teaching students using various audiovisual instruments like projector etc.
- ✓ Preparing monthly and quarterly assessment test paper.
- ✓ Making performance reports of the students.
- ✓ Preparing Course material as per university norms.
- ✓ Organized Vismaya 2011- State Level Science-Tech Exhibition.
- ✓ Organizing cultural and sports events
- ✓ Organizing Inter-collegiate cultural fest

VISHNUPRIYA COLLEGE OF MANAGEMENT STUDIES
Department of Management Studies
Lecturer

2008- 2010(2 years)

Chikkaballapur

- ✓ Teaching marketing and business studies subjects
- ✓ Conducting weekly and monthly assessment tests to check the performance and improvement of the students.
- ✓ Internal exam coordinator in conducting university exams.
- ✓ Responsible for conducting cultural and sports day.

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EXTRA CURRICULAR ACTIVITIES

- ✓ Worked as Chief Superintendent & Additional Superintendent in Conducting Bangalore University & Bangalore North University Examinations
- ✓ Organized Estralis an Inter-collegiate cultural fest for 3 years from 2015-17 in GCEM as Core-Committee coordinator
- ✓ Organized Vismaya 2011 – State Level Science – Tech Exhibition
- ✓ Worked as Academic in-charge in preparation of time tables. College prospectus, calendar of events etc.
- ✓ Worked as sports coordinator for conducting sports.
- ✓ Worked as Internal exam coordinator in conducting university exams.

AWARDS & ACHIEVEMENTS

- ✓ Honored as Best Teacher award during 2019 academic year in Teachers' Academy Group of Institution.
- ✓ Topper of the batch 2008 in post-graduation- MBA
- ✓ Played cricket in university matches
- ✓ Participated in various management fests and was awarded various prizes

PAPERS PUBLISHED

- ✓ Published a Research paper on "**Block Chain Technology: Enabling Ease of Doing Business in India**" in Journal of the Asiatic Society of Mumbai (UGC Care list Group I Journal) with ISSN: 0972-0766, Vol - 96, No. 1, 2022
- ✓ Published a paper on "**Consumer perception towards Tourism & Hospitality – Post Covid – Era with special reference to Leisure travelers**" in the book titled "**Emerging Trends in Business and Technology**" with ISBN 978-93-91199-24-1, April 2022.
- ✓ Published a Research paper on "**A study to Investigate significant relationship between Recruitment & Selection with Green compensation & Reward with reference to Service Industry**" in Studies in Indian Place Names (UGC Care Journal) with ISSN: 2394-3114, Vol – 40 – Issue – 68 – March – 2020. PP 795 – 800
- ✓ Published a paper on "**Buzz Marketing**" in international multidisciplinary research journal "**Research Chronicler**", UGC, recognized journal No. 41311 ISSN – 2347-5021 Volume 4 Spl. Issue 3, October – 2018, pp105-110.

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PAPERS PRESENTED

- ✓ Presented a paper on **“A study to Investigate significant relationship between Recruitment & Selection with Green compensation & Reward with reference to Service Industry”** at the National Conference held at M.P Birla Institute of Management, Bangalore on 30th August 2019.
- ✓ Presented a paper on **“ICT intervention on India tourism & hospitality industry using tourist wheel”** during international conference on “Role of E-commerce & tourism in creating global brands” at Acharya Institute of Management Studies, Bangalore on 9th December 2017.
- ✓ Presented a paper on **“Student Instructor Interaction” in FDP – “Teaching Technology in the Future Perspectives”** organized by GCEM, Bangalore held on 09th February 2013.
- ✓ Presented a paper as co-author on **“Role of Micro Credit in Financial Inclusion through the Establishment of Self Help Group with reference to India”** in International conference organized by Ramakrishna Mission Vivekananda College, Chennai held on 7th September 2012.
- ✓ Presented a paper on **“Changing face of Indian Rural customers”** in National conference organized by NCET, Bangalore held on 31st March 2012.

SEMINAR/WEBINAR/WORKSHOP/FDP ATTENDED

- ✓ Participated in International Online Workshop on **“Academic Writing: Ethical Issues”** from February 25th to 27th 2023, organized by **Global Institute of Statistical Solutions**.
- ✓ Participated in Five – Days National Level FDP on **“Inculcating Universal Human Values in Education – An Aspiration of NEP – 2020”** organized by **HKBK Degree College**, from 09/05/2022 to 13/05/2022
- ✓ Participated in A National Seminar on **“Navigating Indian Economy - Post Covid - 19 - Challenges & Solutions”** on Friday 8th April 2022, at NMIT, Bengaluru.
- ✓ Participated in National Level **“Awareness Quiz on Consumer Rights”** organized by Department of Commerce, On the occasion of world consumer rights day held on 15th March 2022.
- ✓ Participated in online webinar entitled **“4 steps for upskilling through online certification Courses”** on 25th January 2022 at Department of MBA, S J C Institute of Technology Chickballapur.

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- ✓ Participated in the National Seminar on "**NEP 2020: Transforming Vision into Action**" organized by Research & Development Cell of Asian Business School, Noida on Thursday 30th September 2021.
- ✓ Participated in National level webinar on the topic "**Union Budget – 2021**" – A brief Introspection organized by M.S Ramaiah Institute of Management Studies on 24th February 2021.
- ✓ Participated in the National level webinar on "**Entrepreneurship & Innovation**" organized by department of commerce, K.L.E Society's S. Nijalingappa College, Rajajinagar, 2nd Block, Bengaluru – 560010, in association with Skilling India, on January 29th 2021.
- ✓ Participated in the webinar on "**Roadmap for Management Graduates in VUCA times**" organized by Sankrithi School of Business, Puttaparthi India in collaboration with Skilling India, on January 9, 2021.
- ✓ Participated in the National Level Webinar titled "**National Education Policy: NEP 2020**" organized by IQAC, St.Francis College in association with Disha Bharat on 07th January 2021.
- ✓ Participated in an online workshop on **Rural Entrepreneurship Development (RED)** action plan conducted by Mahatma Gandhi National Council of Rural Education, Hyderabad. The workshop focused on activities related to training & placement, personality development, technology entrepreneurship and rural engagement to be implemented through the RED cell in the Institution.
- ✓ Participated and successfully completed the online **Covid-19 quiz** conducted by Lingayat's Lalita Devi Institute of Management & Science on date: 22nd June 2020.
- ✓ Participated and successfully completed the National level online quiz on **Research Methodology** organized by the PG & Research Department of Commerce, St. Jerome's College, Anandhanadarkudy, Kanyakumari district, Tamil Nadu during 17.05.2020 to 21.05.2020 by scoring 90% marks.
- ✓ Participated in the **FDP** held online on 3rd May 2020, organized by Tilak College of Science & Commerce, Vashi & North Storm Academy.
- ✓ Attended FDP on "**Conscious Facilitator**" on 26th September 2019 organized by Conscious Living Centre (CLC) in association with Nagarjuna Degree College, Yelahanka, Bangalore.
- ✓ Participated in Two Days Workshop on "**Goods & Services Tax & its impact on Industries**" on 22nd & 23rd March 2019 organized by Department of Commerce & Management, SSR College of Science & Management Studies.

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- ✓ Attended FDP on “**Research Methodology**” on 31st January 2018, organized by Department of Commerce, East Point College of Management, Bangalore.
- ✓ Attended FDP on “**Effective Methods in Higher Education**” on 21st February 2018, organized by St. Anne’s Evening College, Bangalore.
- ✓ Attended FDP on “**Research Methods, Research paper writing and publishing**” on 21st September 2017, organized by Teachers’ Academy Degree College, Bangalore.
- ✓ Attended a Workshop on “**Pedagogy for Revised Second Semester MBA Subjects**” conducted by Visvesvaraya Technological University in association with PESIT, Bangalore, held on 06th April 2013.
- ✓ Attended a Workshop on “**Pedagogy for Revised First Semester MBA Subjects**” conducted by Visvesvaraya Technological University in association with PESIT, Bangalore, held on 13th October 2012.
- ✓ Resource Person for the Guest Lecture on “**Marketing Insights - Problems and Opportunities**” for First Year BCOM students on 28th January 2022, organized at HKBK College.
- ✓ Been has a Judge for the event **Product Launch & Best Manager** held on 21st December 2019 at RMS Institute of Management & Science, Bengaluru

DECLARATION

Eagerly hoping that the information given here above will satisfy you and give me an opportunity to grow and learn through the growth of your esteemed undertaking. I declare that the information provided above is true to the best of my knowledge.

Place:

Date:

Yours Truly,
(SRINIVAS .S)