

## S. PANNEERSELVAM

Affiliation: Professor, MBA Department, Siddaganga Institute of Technology, B H Road, Tumakuru – 572 103, Karnataka.

Contact:Phone: 9480250369

Email: panneerselvam@sit.ac.in

Vidwan ID: 91075

Scopus ID: 57214664455

OrCID: 0000-0002-1354-6980

Faculty ID:

### Education

S. No.	Degree	Year of Passing	Name of the University	Specialisation
1.	Ph.D. (Management)	April 2012	Pondicherry University	Retail Supply Chain Management
2.	Post Graduate Diploma in Information Technology and Management (Equivalent to MBA (ITM))	August 2003	All India Management Association (AIMA), New Delhi.	Information Technology and Management
3.	Post Graduate Diploma in Operations Research (PGDOR)	July 2001	Pondicherry University	Operations Research
4.	Post B.Sc. Diploma in Computer Science and Applications (PBDCSA)	May 1998	Madurai Kamaraj University	Computer Science and Applications
5.	Master of Science in Applied Mathematics (M.Sc.)	December 1987	Madurai Kamaraj University	Applied Mathematics
6.	Bachelor of Science in Mathematics (B.Sc.)	April 1985	Madurai Kamaraj University	Mathematics and Physics

### Professional Experience

S. No.	Date		Designation	Organisation
	From	To		
1.	1 <sup>st</sup> August 2014	–	Professor (was Head of the Department from 1st November 2019 to 23rd April 2024)	MBA Department, Siddaganga Institute of Technology, Tumakuru – 572 103, Karnataka.

2.	January 23, 2009	31st July 2014	Associate Professor	MBA Department, Siddaganga Institute of Technology, Tumakuru – 572 103, Karnataka.
3.	October 31, 2006	January 22, 2009	Assistant Professor	MBA Department, Siddaganga Institute of Technology, Tumakuru – 572 103, Karnataka.
4.	Jan 09, 2004	October 30, 2006	Senior Lecturer	MBA Department, Siddaganga Institute of Technology, Tumakuru – 572 103, Karnataka.
5.	July 05, 2001	January 8, 2004	Lecturer	MBA Programme, Bapuji Institute of Engineering & Technology, Davangere – 577 004, Karnataka.
6.	January 18, 1999	May 31, 2001	Faculty Member	R L Institute of Management Studies, Madurai – 625 022
7.	October 03, 1997	January 11, 1999	Lecturer and In-Charge, Computer Centre	MBA Programme, Bapuji Institute of Engineering & Technology, Davangere – 577 004, Karnataka.
8.	January 06, 1995	September 30, 1997	Research Associate	Kirloskar Institute of Advanced Management Studies, Harihar, Karnataka
9.	December 5, 1991	December 26, 1994	Research Assistant/Academic Associate	Production and Quantitative Methods Area, Indian Institute of Management, Ahmedabad
10.	March 01, 1991	November 29, 1991	Research Assistant	School of Biological Sciences, Madurai Kamaraj University, Madurai
11.	April 01, 1989	November 08, 1990	Technician	Department of Computer Science, Madurai Kamaraj University, Madurai

#### Positions held

*(Please give details of any administrative posts, co Ordinator roles/ responsibilities held)*

Sl. No.	Year	Administrative role	Major activities
1	2005-2007	PGP Coordinator	Academic activities of the department, leasing with faculty and the Director, VTU commission

2	2005-2007	Faculty Coordinator	Setting the agenda, preparing the minutes of the meeting, follow-ups etc.
3	2007-2015	Coordinator – Information Systems Group	Problem-solving, Requirements, procurement, sourcing etc.
4	2008-2025	BoE - Member	
5	2008-2025	BoS - Member	
6	2008-2025	DAAC – Member	
7	2008-2024	Uniform Procurement Committee – Member	
8	2022-2025	Institute’s Strategic Committee - Member	

#### Affiliations of Professional organizations

- 
- 
- 

#### Awards and Honors

- 
- 
- 

#### Courses Taught

##### Postgraduate Courses

- Statistics for Management
- Quantitative Techniques for Management
- Supply Chain Management
- Operations Management
- Data Analysis Tools for Managers
- Business Statistics with Worksheets
- Business Analytics and Data Science for Decision Making
- Business Analytics Application in Functional Areas
- Computer Applications in Management
- Data Structures using C
- Object Oriented Programming Using C++
- Business Research Methods

#### Research Guidance

Sl. no	Name of the Scholar	Title	Year of completion
1	Prathap B N	A Study on Customer's Shift from Unorganized to Organized Food Retailing in Tier II and Tier III Cities of Karnataka	5 <sup>th</sup> January 2024
2	Sheetal Kumar M	Factors involved in assessment of Requirement Elicitation Techniques adopting agile method	17 <sup>th</sup> August 2023
3	G N Dayananda	Developing a Model for Value Chain of Bio-Diesel in Karnataka through Supply Chain Integration (Backward and Forward Linkages)	23 <sup>rd</sup> September 2021

#### Research Areas

- Supply Chain Management
- Retail Management
- Operations Management
- Information System Applications in Management

#### Sponsored Projects

Ongoing Projects:

Completed Projects:

Title: A Survey Project entitled "B2B Aggregator (Kirana11) and Kirana Stores Collaboration – An Opportunity for Growth"

Funding Agency: Kirana11, 3rd Floor, #51 Leela Palace Road, HAL 2nd Stage, Kodihalli, Bengaluru – 560008

Amount: ₹2,75,000

Duration: June – November 2017

Role: Project Coordinator

Title: Efficient In-store Operations and Distribution Management at Food and Grocery Stores in Bengaluru

Funding Agency: Farm Harvest, Sri Jayshree Food Products, Kullagoundanoor, Kottagoundampatti, Salem – 636 011, Tamil Nadu

Amount: ₹50,000

Duration: June – November 2017

Role: Project Coordinator

Title: Performance Evaluation of the District Biofuel Mart, Vijayapura for Karnataka State Bioenergy Development Board (KSBDB),

Funding Agency: Karnataka State Bioenergy Development Board, Bengaluru, Karnataka

Amount: ₹1,00,000  
Duration: June – October, 2015  
Role: Project Coordinator

## Publications

### Books

- Women Empowerment and Financial Literacy. Editors: Preeti S. Desai, S Panneerselvam and Meena Chandawarkar, National Press Associates, New Delhi, ISBN: 978-81-19674-67-1, 2023.
- Business Statistics & Analytics by S Panneerselvam, P Nagesh and Senthilkumar, Cengage Learning, ISBN: 978-93-86668-26-4, 2019.

### Scopus Indexed Journals

1. Continual Challenges of GST Regime in India from the Inception, Preeti. S.Desai, S. Panneerselvam and Meena Chandavarkar, *International Journal of Business and Systems Research*, DOI: 10.1504/IJBSR.2024.137049, Vol 18(2), 2024, pp. 190-203. *SJR 2022 (Q4 – 0.19), H-Index 17*.
2. Digital Payment and Its Growth in the Time of COVID –19, S. Manoharan, Saravanan M.P., and S. Panneerselvam, *Transnational Marketing Journal*, Vol. 9, Issue 2, pp. 319 – 334, August 2021, DOI: <https://doi.org/10.33182/tmj.v9i2.1599>, CiteScore: 0.8, H-Index 2.0 (Scopus Q3, SJR 0.176 – 2020), ISSN: 2041-4684 (Print) | ISSN 2041-4692 (Online).
3. Pedometric mapping for soil fertility management – A case study, H.U. Leena , B.G. Premasudha, S. Panneerselvam, P.K. Basavaraja, *Journal of the Saudi Society of Agricultural Sciences*, Vol. 20, Issue 2, February 2021, pp. 128–135, <https://doi.org/10.1016/j.jssas.2020.12.008>, Elsevier, CiteScore 7.8, H-Index 34 (*Scopus Q1, SJR 1.053 – 2020*), *WoS and Open Access*. ISSN 1658077X.
4. Requirement Elicitation: Systematic Literature Review, Jour of Adv Research in Dynamical & Control Systems, Sheetal Kumar M and S Panneerselvam, Vol. 11, No. 12, 2019, DOI: 10.5373/ JARDCS/V11112/20193212 ISSN 1943-023X, pp.59-68, December 2019 (*Scopus Q3, SJR 0.13 – 2019*).
5. Mergers, Acquisitions and Wealth Creation: A Comparative Study in Indian Context, B Rajesh Kumar and S Panneerselvam *Indian Institute of Management Bangalore - Management Review*, India, ISSN: 0970-3896 Vol. 21, No. 3, pp. 222-244, September 2009. Elsevier, CiteScore 2.9, H-Index 20 (*Scopus Q3*), *Open Access*.

### UGC Care Journals

1. A Study on Customer Shift from Unorganised to Organised Food Retailing in Tier II and Tier III Cities of Karnataka, Prathap B N and S Panneerselvam, *NIU International Journal of Human Rights*, Vol. 8(XII)-2021, December 2021 pp. 163-170, ISSN: 2394-0298, Impact Factor: 4.7.
2. Branding of B-Schools from the perspective of recruiters, Manu T U, M R Shollapur and S Panneerselvam, *Journal of Management and Entrepreneurship*, ISN 2229-5348, Volume 15, Number 4, October-December 2021, pp. 17-26.
3. A study on impact of age group on organized retailing, Prathap B N and S Panneerselvam, *Sambodhi Journal*, ISSN: 2249-6661, Vol-43 No.4 October – December 2020, pp. 36-39.
4. Biofuel plantation and seed production – Analysis of feedstock for a sustainable supply chain, G N Dayananda and S Panneerselvam, *Mukt Shabd Journal*, ISSN No.: 2347-3150, Volume IX, Issue IV, pp. 1187-1214, April 2020, Impact Factor – 4.6.

5. Performance evaluation of Bioenergy research information and Demonstration centres in Karnataka, G N Dayananda and S Panneerselvam, *International Journal of Management, Technology and Engineering*, ISSN No.: 2249-7455, Volume IX, Issue VI, pp. 2639-2659, June 2019, *Scientific Journal Impact Factor - 6.3*.
6. A survey on CSR activities of companies in India, *International Journal of Management, Technology and Engineering*, ISSN No.: 2249-7455, Vol. 8, Issue 12, pp. 4215-4226, December 2018.

### Peer-reviewed Journals

1. Adoption of ICT Tools among Farmers – A Case Study, Leena H U, Panneerselvam S and Latesh Kumar K J, *Hinweis Science and Engineering*, January 2023, Vol. 1(1), pp 21-28, ISSN: 2583-9640.
2. Assessing Digital Literacy Skills among Farmers to Implement ICT Enabled Soil Health Card Recommendation System, Leena H U, Panneerselvam S and Latesh Kumar K J, *Grenze International Journal of Engineering and Technology*, Vol. 9(1), January 2023, ISSN: 2395-5295, pp 2262-2268.
3. Brand-Building of B-Schools: A Review of Literature, Manu T.U, M. R. Shollapur and S Panneerselvam, *Journal of Tianjin University Science and Technology*, Vol: 54 Issue: 08, pp. 421-432, August 2021, DOI 10.17605/OSF.IO/PU7N4, ISSN (Online): 0493-2137, WoS, H-Index 20, *Open Access*.
4. Social Media Usage on Online Buying Habits among Millennials, Vijayalakshmi M, C Somashekar and S Panneerselvam, *Proteus Journal*, Volume 12 Issue 7 2021 pp. 23-42, ISSN/eISSN: 0889-6348.
5. Systematic Literature Review on Requirement Elicitation Technique in Software Projects, *Interdisciplinary vignettes on contemporary knowledge, education & Research*, Ed. Virendara Singh Nirban, Tanu Shukla, Anupam Yadav, Rajneesh Choubisa, Bloomsbury, January 2019, pp.473-480, ISBN: 978-93-88630-94-8
6. Assessment of stand-alone Biofuel Mart at Vijayapura, Karnataka, G N Dayananda and S Panneerselvam, *MGIRED Journal*, ISSN 2393 9605, Volume 3, Issue 2, pp. 33-49, December 2017.
7. Subhiksha: An Indian Retail Behemoth's Rise and Fall (A Case Study), Dr. S Panneerselvam, *International Journal of Engineering Technology, Management and Applied Sciences*, ISSN 2349-4476, Volume 5, Issue 1, pp.131-142, January 2017. DIIF Impact Factor: 2.24.
8. Current Status & Future Prospects of Cold Chain in India, *Food & Beverage News*, Volume 8, Issue 23, pp. 16-31, October 2016.
9. Assessment of Investment in New Passenger Route Segment using Capital Budgeting, Dr. S Panneerselvam and Ms Pushpa Y. Melmani, *Asian Journal of Research in Business Economics and Management* ISSN 2250-1673, Volume 4, Issue 1, pp. 93-113, January 2014. GIF Impact Factor: 0.675
10. Management of Supply Chain Drivers in Kirana Stores (A Case Study of Bangalore City), *Asian Journal of Research in Business Economics and Management* ISSN 2250-1673, Vol. II, Issue VI, pp. 218-242, June 2012.
11. Food Retail and Retail Supply Chain In India – Literature Review, *International Journal of Research in IT, Management & Engineering* (ISSN 2249-1619), Volume 2, Issue 3, pp. 80-100, March, 2012.
12. Coping with Recession: Strategies for Survival and Growth (Learning from Organised Retail in India), *Global Journal of Arts and Management (GJAM)* – ISSN 2249-264X, Volume 2. No 1, pp. 112-123, January – March, 2012.
13. A Research Survey on Revenue Expenditures of Indian Companies, S Panneerselvam and B Rajesh Kumar, *Journal of Management Research*, Vol. 1, No. 4, October-December, 2006.

14. Article "Sustainable Socio-economic Development at Kuppam: A case of Hewlett-Packard i-community" written for the book Rural Entrepreneurship Development: Challenges and Opportunities, edited by Yalaguresh B Yalawar and S Shiva Ramu, published by Post Graduate Department of Management Studies (PGDMS), Siddaganga Institute of Technology, Tumkur – 572 103, Karnataka, 2006.
15. Article "Towards A Better Living through e-governance in Tumkur" written for the book Rural Development in Tumkur District – Partners in Progress edited by S Shiva Ramu, published by PGDMS, Siddaganga Institute of Technology, Tumkur – 572 103, Karnataka, 2006.
16. Article "E-nabling the Rural India" written for the book Rural Development in India, edited by Ramesh G Tagat, S Shiva Ramu, published by Post Graduate Department of Management Studies, Siddaganga Institute of Technology, Tumkur – 572 103, Karnataka, 2006.

### **Papers Presented:**

1. Presented a paper entitled "Retail Store Environment – A Game Changer for Offline Grocery Retailers" co-authored with Booma Vijay Halpeth organised by Accreditation Council for Business Schools and Programs Region 10 Conference themed "Bridges Across Borders: Collaborative Strategies for Academic and Profession Success" at Prin. L.N. Welingkar Institute of Management and Research, Mumbai, February 27-28, 2025.
2. Presented a paper entitled "Life Satisfaction and Retail Shopping Experience – A Study with Reference to Indian Customers Attitude Towards Self-image and Store Image Customer Perception of Value in Online Retailing among Millennials" co-authored with Booma Vijay Halpeth at FDP Conference cum Reunion 2023 – Current Trends in Management Research & Education at Indian Institute of Management Ahmedabad, May 26-27, 2023.
3. Presented a paper entitled "Customer Perception of Value in Online Retailing among Millennials" co-authored with Dr. S. Manoharan and Dr. M P Saravanan at 16th Annual Conference of International Society of Data Science & Innovation (ISDSI) 2022 hosted by Jagdish Sheth School of Management, Bangalore on 28th December 2022. The paper has received best paper award nomination in the track on Digital Economy. Conference Proceedings: Published by Bloomsbury, India entitled "Building Sustainable Businesses in the Phygital World", **ISBN 978-93-56402-57-7**.
4. Presented a paper entitled "Assessing Digital Literacy Skills among Farmers to Implement ICT Enabled Soil Health Card Recommendation System" co-authored with Dr. Leena H U at International Conference on Artificial Intelligence and Data Science, ICAIDS -2022, Hinweis Research, Bengaluru on 8th October 2022 (*Scopus indexed*). Conference Proceeding Publication: **978-81-958173-2-0**.
5. The project entitled "Enabling Village Clusters Development through Technology Invention" was adjudged as "Best Project of the Year" of 45<sup>th</sup> Series of Student Project Programme (SPP) 2021-2022 organised by Karnataka State Council for Science and Technology, Bengaluru held at Visvesvaraya Technological University (VTU), Belagavi on 12<sup>th</sup> and 13<sup>th</sup> August 2022. The project was carried out by Mr. Kushal Kumar T.V., Mr. Likhith M J, Ms. Likhitha J Reddy & Mr. Manjunatha K K students of MBA III Semester (Batch 2020-2022) co-guided by Dr. C Somashekhar.
6. Presented a paper entitled "Overview of Statistical methods adopted to derive physical characteristics of street elements influencing Street Identity of mixed use commercial streets in Indian context based on users perspective" co-authored with Dr. Sagar T S at the International Conference on Sustainable Materials, Manufacturing & Industrial Engineering ICSMMIE-2022, July 1-2, 2022 held at Siddaganga Institute of Technology, Tumakuru.
7. Presented a paper entitled "Branding of B-Schools from the Perspectives of Students and Faculty" co-authored with Mr. Manu T U at the International Conference on

- Sustainable Materials, Manufacturing & Industrial Engineering ICSMMIE-2022, July 1-2, 2022 held at Siddaganga Institute of Technology, Tumakuru.
8. Presented a paper entitled “Determination of the relationship between requirement elicitation technique and project complexity using artificial neural network” co-authored with Mr. Sheetal Kumar at Management Doctoral Colloquium 2022 organised by Vinod Gupta School of Management, Indian Institute of Technology Kharagpur held between February 2 and 3, 2002.
  9. A Research Paper on “Customer Perception of Value in Online Retailing” co-authored with Dr. Manoharan S and Dr. Saravanan MP was presented at 3<sup>rd</sup> International Conference on Stakeholder Wellbeing through Value Creation organised by Welingkar Institute of Management Development & Research (WeSchool), Mumbai, January 27-28, 2022.
  10. A Research Paper on “Management Skills and Growth Strategies in the Post-Pandemic Period” co-authored with Dr. Manoharan S and Dr. Saravanan MP was presented at 2<sup>nd</sup> International Conference on Management Skills and Growth Strategies in the Post Pandemic Period organised by Welingkar Institute of Management Development & Research (WeSchool), Mumbai, January 21-22, 2021.
  11. A Research Paper on “Biofuel Plantation and Seed Production – Analysis of Feedstock for A Sustainable Supply Chain” co-authored with G. N. Dayananda was presented at Samaroh 2020 Two day international conference on Emerging Trends in Business, Economics & Analytics held at Siva Sivani Institute of Management, Kompally, Secunderabad, Telangana State, February 11-12, 2020.
  12. A Research Paper on “Impact of Social Media Usage on Online Buying Habits among Millennial” co-authored with Vijayalakshmi M and Somashekar C was presented at 13<sup>th</sup> International Conference on Marketing: MARKCON 2020 held at Indus Business Academy, Lakshmipura, Thataguni Post, Kanakapura Road, Bangalore - 560082, January 9-11, 2020.
  13. A Research Paper on “Paradigm shift in retail marketing: An ongoing journey from 4Ps to customer engagement” co-authored with Booma V. Halpeth was presented at 23<sup>rd</sup> Nirma International Conference on Management (NICOM 2020) held at Institute of Management, Nirma University, Sarkhej-Gandhinagar Highway, Ahmedabad – 382 481, January 3-5, 2020. Conference Proceeding: Paper published in the edited volume of the book titled "Customer, Competition and Marketing Strategy' by Excel Publishers 2020, **ISBN – 9788194364122**.
  14. A Research Paper on “Exploratory Study on Social Media Usage among Millennials” co-authored with Vijayalakshmi M and Somashekar C was presented at Sixth Biennial Conference of the Indian Academy of Management held at IIM Thiruchirappali, January 2-4, 2020.
  15. A Research Paper on Performance evaluation of Bioenergy research information and Demonstration centres in Karnataka, was presented at the International Conference on Advance concepts of Engineering, Applied Science and Management, Osmania University Centre for International Programmes, Osmania University Campus, Hyderabad, Telangana State on 29<sup>th</sup> June 2019, **978-93-87433-49-6**.
  16. A Research Paper on “A study on organised food retailing in India – challenges and opportunities” was presented at the National Conference on Contemporary Management Trends & Future Perspectives organised by Department of MBA, Shridevi Institute of Engineering & Technology, Tumakuru on 22<sup>nd</sup> March 2019.
  17. A Research Paper on “Systematic Literature Review on Requirement Elicitation Technique in Software Projects” was presented at the International Conference on Interdisciplinary of Knowledge, Education and Research organised by the Department of Humanities and Social Sciences, BITS Pilani during February 8<sup>th</sup>-9<sup>th</sup>, 2019.
  18. A Research Paper on “A survey on CSR activities of India” was presented at the International Conference on Research Trends in Engineering, Applied Science and

- Management held at Osmania University Centre for International Programmes, Osmania University, Hyderabad on 16<sup>th</sup> December 2018 ISBN: **978-93-87433-48-9**.
19. A Research Paper on "Subhiksha: An Indian Retail Behemoth's Rise and Fall (A Case Study)" was presented at 2<sup>nd</sup> International Conference on Engineering Technology, Science and Management Innovation (ICETSMI-2017), National Institute of Technical Teachers Training & Research (NITTTR), Sector – 26, Chandigarh on 15th January 2017.
  20. A Research Paper on "Performance Evaluation of Bioenergy Information and Demonstration Centres (BIDCs) in Karnataka" was presented at International Conference on Operations Management and Research (ICOMAR 2016), January 21 & 22, 2016, Shri *Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD)*, Mysore –570011, Karnataka, India. Conference Proceeding published with ISBN: **978-93-83302-11-6**.
  21. A Research Paper on "Biofuels: Indian Energy Scenario – Opportunities and Challenges" co-authored with G N Dayananda was presented at *National Conference on Emerging Indian Scenario – Harnessing the Opportunities*, 6th February 2015, Sai Vidya Institute of Technology, Rajanukunte, Doddaballapur Road, Bangalore – 560 64 (ISBN: **978-93-83241-82-8**).
  22. A Research Paper on "Supply Chain Practices in Indian Food Retail: A Case Study of Bangalore City" was presented at *International Conference on Convergence of Science, Engineering & Management in Education and Research – Global Perspective II Edition*, 26 – 27, September 2013, Dayanand Sagar Institutions, Bangalore – 560078.
  23. A Research Paper on "Foreign Direct Investment in Retailing: An Indian Perspective" co-authored with Dr. Mohit Maurya was presented at International Conference on Operations and IT for Sustainable Development-ICOIT2013, 24-25th April 2013, C M R Institute of Management Studies, Bangalore.
  24. A Research Paper on "Corporate Governance in Banking Sector- A Study with reference to Middle East and North Africa (MENA) Region" co-authored with Dr. B Rajesh Kumar is accepted for presentation in 'International Conference on Corporate Governance in Banking Sector' held at Indian Institute of Public Enterprises, Hyderabad, during 8-9 September 2011.
  25. A Research Paper on "Retail Supply Chain in India: Issues and Challenges" was presented at the National Conference on "Managing Tomorrow: Emerging Trends, Issues and Challenges", April 13, 2010, Department of MBA, Sridevi Institute of Engineering and Technology, Tumkur – 572 106, India.
  26. A Research Paper on "Trends in Indian Tourism" was presented at UGC-SAP National Seminar – Creativity and Innovations in Tourism Entrepreneurship: Contemporary Trends, March 19-20, 2010, Department of Tourism Studies, School of Management, Pondicherry University, Puducherry – 605 014.
  27. A Research Paper on "Retailing: Sustaining growth through Non-Metro Markets", at the National Conference on Shaping the Future, July 30-31, 2009, Mount Carmel Institute of Management, Bangalore, India.
  28. A Research Paper on "Supply chain Management in Indian Automobile Industry: Select Case Studies". Accepted for presentation at National Level Seminar on Management Research, 27-28, January 2006, G R G School of Management Studies, P S G R Krishnammal College for Women, Peelamedu, Coimbatore.
  29. A Research Survey on Revenue Expenditure of Indian Companies –Presented at the 4th National Conference on Business Research, Department of Management Sciences, PSG College of Technology, Coimbatore, December 2-3, 2005.
  30. A Research survey on R&D Trends in India – A Paper accepted for Presentation at "The R&D Management Conference 2005, 6-8 July 2005 Pisa, Italy, Organised by the Scuola Superiore Sant'Anna and the "Politecnico di Milano" Technical University and included in their Proceedings CD.

### **Workshops/FDPs/Seminars Coordinated**

1. Organised a symposium on “Emerging and Disruptive Technologies” on 23<sup>rd</sup> August 2023 at Department of MBA, Tumakuru – 572103, Karnataka.
2. Organised an International Conference on "Ethics & Governance in Business" on 15 & 16 December 2020 at Department of MBA, Tumakuru – 572103, Karnataka.
3. Coordinated a workshop on “Structural Equation Modelling” Conducted by Indian Institute of Management (IIM) Ahmedabad in partnership with Siddaganga Institute of Technology, Post Graduate Department of Management Studies & Research Centre, Tumakuru – 572103, Karnataka, June 1-3, 2018.
4. Coordinated a workshop on “Crafting and Conducting High Quality Research” conducted by Indian Institute of Management (IIM) Ahmedabad in partnership with Siddaganga Institute of Technology, Post Graduate Department of Management Studies & Research Centre, Tumakuru – 572103, Karnataka, December 9-10, 2017.
5. Coordinated Faculty Development Programme on “Data Analytics” conducted by Post Graduate Department of Management Studies and Research Centre, Siddaganga Institute of Technology, Tumkur during August 16-21, 2017.
6. Coordinated National Conference on Trending Research in Management – 2017, Post Graduate Department of Management Studies, Siddaganga Institute of Technology, Tumkur, 5<sup>th</sup> May 2017.
7. Coordinated Workshop on Research Methodology – II, Post Graduate Department of Management Studies, Siddaganga Institute of Technology, Tumkur, 25-30, January 2016.
8. Coordinated Workshop on Research Methodology – I, Post Graduate Department of Management Studies, Siddaganga Institute of Technology, Tumkur, 25-30, May 2015.
9. Conducted a One Day Workshop on Project Management for MBA Students at MBA Programme, Bapuji Institute of Engineering and Technology, S S Layout, Davangere – 577 004 on 20<sup>th</sup> November 2014.
10. Conducted Skill Development Programme on Computer Fundamentals for SIT Group of Hostel Managers, Post Graduate Department of Management Studies, Siddaganga Institute of Technology, Tumkur, July 14 – August 13, 2014.
11. Coordinated Curriculum Restructuring Workshop, Post Graduate Department of Management Studies, Siddaganga Institute of Technology, Tumkur, 16-17 and 27<sup>th</sup> August 2013
12. Coordinated Faculty Development Workshop on Case Study Methodology, Post Graduate Department of Management Studies, Siddaganga Institute of Technology, Tumkur, 12-14, August 2013.
13. Conducted a project entitled “Socio-Economic Survey of Devarayana Durga Tumkur, Karnataka” for TVS Electronics during February – May, 2005.
14. Conducted a project entitled “Identifying the bottlenecks in the production line and finding the ways to improve the production capacity” – Project done for Kirloskar Brothers Ltd., Kirloskarvadi, Pune using SLAM II during 1996.
15. Written Case series comprising historical profile, Manufacturing, Marketing, Finance, Human Resource Management, Information Management, Strategy, Research and Development, Competitor Analysis on Kirloskar Group Companies - Kirloskar Brothers Limited (KBL), Pune; Kirloskar Oil Engines Limited (KOEL), Pune and Kirloskar Electric Company Limited (KEC), Bangalore.

### **Editor/ Reviewer of Journal**

- Editorial Member of American Journal of Operations Management and Information Systems, 1 Rockefeller Plaza, 10th and 11th Floors, New York, NY 10020 U.S.A. since November 10, 2022 (<http://www.sciencepg.com/journal/104/editorial-team>).

- Editorial Board Member of International Journal of Advanced Research in Management, Engineering and Technology (IJARMET), 2017.
- 
- 

#### Patents

- 
- 
- 

#### Invited Lectures, talks and workshops

1. Invited as a Research Advisory Committee member to the Open Seminar 1 of research scholar Rupashree. R (1MS20PBA06) held on 18<sup>th</sup> September 2025, Thursday at Ramaiah Institute of Technology, Bengaluru.
2. Served as a Chairperson (Logistics and Supply chain Management) at the International Conference on Digital Innovation and Transformation in South East Asia (*ICDT-SEA 2025*), jointly organised by JSS Science and Technology University and Malaysia University of Science and Technology, August 20<sup>th</sup> - 21<sup>st</sup>, 2025, at JSS Science and Technology University, Mysuru, Karnataka, India.
3. Member of the Editorial Board for the *International Conference on Digital Transformation in South East Asia (ICDT-SEA 2025)*, jointly organised by JSS Centre for Management Studies in collaboration with the Malaysian University of Science and Technology, August 20<sup>th</sup> - 21<sup>st</sup>, 2025, at JSS Science and Technology University, Mysuru, Karnataka, India.
4. Invited as a subject expert for faculty selection at Jawaharlal Nehru New College of Engineering, Shivamoga held on 8<sup>th</sup> July 2025.
5. Invited as an expert for conducting Comprehensive Viva-Voce of Ph. D. Research Scholar Mr. Abhilash Puttabuddhi (01JST23DMB001) at JSS Centre for Management Studies, JSS Science and Technology University, Mysuru – 570 006, Karnataka on 27<sup>th</sup> June 2025.
6. Invited as a research advisory committee member for doctoral committee meeting of research scholar Ms. Jeswini Vivian(1RN20PBA03) held at RNS Institute of Technology, Bengaluru on 1<sup>st</sup> January 2025.
7. Attended Board of Examination (BoE) meeting on 26<sup>th</sup> September 2024 at Department of Management Studies and Research Centre, BMS College of Engineering, Bull Temple Road, Bengaluru – 560 019.
8. Invited as a subject expert for faculty selection at Ramaiah Institute of Technology, Bengaluru held on 11<sup>th</sup> September 2024.
9. Attended the Doctoral Advisory Committee meeting of Ph. D. Research Scholar Mr. Abhilash Puttabuddhi (01JST23DMB001) at JSS Centre for Management Studies, JSS Science and Technology University, Mysuru – 570 006, Karnataka on 27<sup>th</sup> July 2024.
10. Invited as a subject expert for faculty selection at Ramaiah Institute of Technology, Bengaluru held on 28<sup>th</sup> June 2024.

11. Invited as a resource person by Karnataka State Open University, Mysuru to conduct Personal Contact Programme classes for MBA 4<sup>th</sup> Semester students of the subject MBHC-4.1: Quality and Operations Management on 4<sup>th</sup>, 5<sup>th</sup> and 7<sup>th</sup> June 2024.
12. Invited as subject expert for Pre-Ph.D. comprehensive Viva-Voce of research scholar Ms. Jeswini Vivian(1RN20PBA03) held at RNS Institute of Technology, Bengaluru on 6<sup>th</sup> June 2024.
13. Invited as subject expert for Pre-Ph.D. comprehensive Viva-Voce of research scholar Mrs. Rupashree R (1MS20PBA06) held at M.S. Ramaiah Institute of Technology, Bengaluru on 23<sup>rd</sup> May 2024.
14. Invited as an expert for conducting Comprehensive Viva-Voce of Ph. D. Research Scholar Ms. Jeswini Vivian (1RN20PBA03), Visvesvaraya Technological University at RNS Institute of Technology, Bengaluru on June 6, 2024.
15. Invited as an expert for conducting Comprehensive Viva-Voce of Ph. D. Research Scholar Ms. Rupashree R (1MS20PBA06), Visvesvaraya Technological University at MS Ramaiah Institute of Technology, Bengaluru on May 23, 2024.
16. One of the resource persons for the two-week online Faculty Development Programme on Structural Equation Modelling using SmartPLS and IBM-AMOS organised by BMS College of Engineering, Bull Temple Road, Basavangudi, Bengaluru – 560 019 from November 27 to December 08, 2023.
17. Conducted the Semester End Examination Audit of Odd Semester of Academic year 2022-2023 at BMS College of Engineering, Basavangudi, Bengaluru on 22<sup>nd</sup> November 2023.
18. Invited as a resource person by Karnataka State Open University, Mysuru to conduct Personal Contact Programme classes for MBA 3<sup>rd</sup> Semester Operations Management specialisation students of the subject MBSC 3.3D: Materials and Purchase Management from 10<sup>th</sup> September 2023 to 16<sup>th</sup> September 2023.
19. Invited to attend the MBA 2<sup>nd</sup> Semester Examination answer script valuation of the subject Management Information System at Karnataka State Open University, Mukthagangothri, Mysuru - 570 006 on 6<sup>th</sup> and 7<sup>th</sup> September 2023.
20. Invited as the External Expert for screening the candidates for the post of Professor and Associate Professor at Department of MBA, BMS College of Engineering, Basavangudi, Bengaluru on 12<sup>th</sup> June 2023.
21. Invited as a resource person by Karnataka State Open University, Mysuru to conduct Personal Contact Programme classes for MBA 4<sup>th</sup> Semester Operations Management specialisation students of the subject SC 4.1D: Strategic Operations Management from 20<sup>th</sup> January 2023 to 25<sup>th</sup> January 2023.
22. Conducted the Semester End Examination Audit of Odd Semester of Academic year 2021-2022 at BMS College of Engineering, Basavangudi, Bengaluru on 7<sup>th</sup> December 2022.
23. Conducted the Semester End Examination Audit of Even Semester of Academic year 2021-2022 at BMS College of Engineering, Basavangudi, Bengaluru on 29<sup>th</sup> November 2022.
24. Invited as a resource person by Karnataka State Open University, Mysuru to teach Project Management as part of their personal contract program for MBA 3<sup>rd</sup> Semester Students from 23<sup>rd</sup> July 2022 to 28<sup>th</sup> July 2022.
25. Invited as a reviewer for the International Conference on Sustainable Materials, Manufacturing and Industrial Engineering (ICSMMIE) 2022 organised by Department of Industrial Engineering & Management, Siddaganga Institute of Technology, Tumakuru, Karnataka, India on 1<sup>st</sup> and 2<sup>nd</sup> July, 2022.
26. Primary Evaluator, 'Toycathon, 2021', Ministry of Education Innovation Cell, Government of India.

27. Invited as a subject expert for the scrutiny of applications for the post of Accounts Manager at Zilla Panchayat, Tumakuru on 24<sup>th</sup> and 29<sup>th</sup> December 2020.
28. Delivered a lecture on alternative assessment tools and techniques for the faculty members of Hindusthan College of Arts and Science (Autonomous), Coimbatore – 641028 on 21<sup>st</sup> November 2020.
29. Invited as a subject expert for the selection of Assistant Professor in Supply Chain Management by Gujarat Maritime University, Gandhinagar, Gujarat on 16-17 September, 2020.
30. Attended Board of Examination (BoE) meeting on 12<sup>th</sup> December 2019 at Department of Management Studies and Research Centre, BMS College of Engineering, Bull Temple Road, Bengaluru – 560 019.
31. Invited as a Resource Person to deliver a guest lecture on “Project Report Writing” to MBA students of HMS Institute of Technology, Tumakuru on 29<sup>th</sup> November 2019.
32. Invited as a Resource Person to deliver a guest lecture on “Procurement Management in Projects” to BE 4<sup>th</sup> year students of Electrical and Electronics Engineering, Siddaganga Institute of Technology, B H Road, Tumakuru – 572 103 on 12<sup>th</sup> November 2019.
33. Invited as an expert in mid-term evaluation of student projects of 42<sup>nd</sup> Series of Students Project Programme (SPP), organised by Karnataka State Council for Science & Technology (KSCST) at Siddaganga Institute of Technology, Tumakuru on 6<sup>th</sup> June 2019.
34. Attended MBA Question Paper Auditing Programme on 11<sup>th</sup> January 2019 at Controller of Examination’s office, BMS College of Engineering, Bengaluru.
35. Attended Board of Examination (BoE) meeting on 16<sup>th</sup> May 2019 at Controller of Examination’s office, BMS College of Engineering, Bengaluru.
36. Invited as an expert in the 41<sup>st</sup> Series of Students Project Programme (SPP) – Seminar and Exhibition on 10<sup>th</sup> and 11<sup>th</sup> August 2018 organised by Karnataka State Council for Science & Technology (KSCST) at Bapuji Institute of Engineering and Technology, Davangere – 577 005, Karnataka.
37. Conducted Entrepreneurship Development Programme Viva-Voce examination for IV semester MBA 2016-18 batch students on 27<sup>th</sup> June 2018 at Centre for Management Studies, S J College of Engineering, Mysore – 570 066.
38. Invited as an external examiner and conducted MBA Project Report Valuation and Viva-Voce on 31<sup>st</sup> May and 4<sup>th</sup> June 2018 respectively at MBA Department, BMS College of Engineering, Bengaluru – 560 019.
39. Invited as an external examiner for valuing MBA Examination Papers on 29<sup>th</sup> May 2018 at Controller of Examination’s Office, BMS College of Engineering, Bengaluru.
40. Invited as an expert in mid-term evaluation of student projects of 41<sup>th</sup> Series of Students Project Programme (SPP), organised by Karnataka State Council for Science & Technology (KSCST) at Sri Venkateshwara College of Engineering, Bengaluru on 25<sup>th</sup> May 2018.
41. Invited as an expert for the scrutiny of student project proposal of 41<sup>th</sup> Series of Students Project Programme (SPP), organised by Karnataka State Council for Science & Technology (KSCST) at KSCST, IISC campus on 12<sup>th</sup> March 2018.
42. Invited as an external examiner and conducted MBA Project Viva-Voce on 23<sup>rd</sup> January 2018 at Centre for Management Studies, S J College of Engineering, Mysore – 570 066.
43. Attended MBA Question Paper Auditing Programme on 1<sup>st</sup> March 2018 at Controller of Examination’s office, BMS College of Engineering, Bengaluru.
44. Attended Board of Examination (BoE) meeting on 20<sup>th</sup> January 2018 at Centre for Management Studies, S J College of Engineering, Mysore – 570 066.
45. Invited as an expert in the 40<sup>th</sup> Series of Students Project Programme (SPP) – Seminar and Exhibition on 11<sup>th</sup> and 12<sup>th</sup> August 2017 organised by Karnataka State

Council for Science & Technology (KSCST) at NMAM Institute of Technology, NITTE, Karkala, Udipi – 574110, Karnataka.

46. Attended Board of Examination (BoE) meeting on 27<sup>th</sup> May 2017 at Centre for Management Studies, S J College of Engineering, Mysore – 570 066.
47. Invited as an expert in mid-term evaluation of student projects of 40<sup>th</sup> Series of Students Project Programme (SPP), organised by Karnataka State Council for Science & Technology (KSCST) at R V College of Engineering, Bangalore on 25<sup>th</sup> May 2017.
48. Invited as an adjudicator for CONNAISSANCE 2017, A National Level Research Paper Presentation on the theme “Managing Technology Driven Business in India” held at Christ University, Kengeri Campus, Mysore Road, Bangalore on 10<sup>th</sup> February 2017.
49. Invited as an external evaluator and carried out MBA valuation work at Sri Jayachamarajendra College of Engineering (SJCE), Mysuru on 7<sup>th</sup> and 8<sup>th</sup> February 2017.
50. Invited as an external examiner and conducted MBA Project Viva-Voce on 19<sup>th</sup> December 2016 at Centre for Management Studies, S J College of Engineering, Mysore – 570 066.
51. Invited as an expert in the 39<sup>th</sup> Series of Students Project Programme (SPP) – Seminar and Exhibition on 19<sup>th</sup> and 20<sup>th</sup> August 2016 organised by Karnataka State Council for Science & Technology (KSCST) at Dr. P G Halakatti College of Engineering, Vijayapura.
52. Invited as an external evaluator and carried out MBA valuation work at Sri Jayachamarajendra College of Engineering (SJCE), Mysuru on 8<sup>th</sup> and 9<sup>th</sup> July 2016.
53. Invited as an expert in mid-term evaluation of student projects of 39<sup>th</sup> Series of Students Project Programme (SPP), organised by Karnataka State Council for Science & Technology (KSCST) at Siddaganga Institute of Technology, Tumkur on 18<sup>th</sup> May 2016.
54. Invited as an external examiner for the Pre-Ph.D. Comprehensive Viva-Voce Examination of Mr. Pradeep M (USN: 4JC13PBN03), VTU held at Centre for Management Studies, S J College of Engineering, Mysore – 570 066 on 11<sup>th</sup> March 2016.
55. Invited as a Session Chair for a Track Session organised as part of the International Conference on Operations Management and Research held during January 21-22, 2016 at SDM Institute for Management Development, Mysore.
56. Invited as an expert in the 38<sup>th</sup> Series of Students Project Programme (SPP) – Seminar and Exhibition organised by Karnataka State Council for Science & Technology (KSCST), Bangalore at Sahyadri College of Engineering and Management, Mangalore on 20<sup>th</sup> and 21<sup>st</sup> August 2015.
57. Attended MBA Valuation work at Sri Jayachamarajendra College of Engineering (SJCE), Mysuru on 14<sup>th</sup> July 2015 and 4-5, February 2015.
58. Invited as a resource person for Faculty Workshop conducted by Visvesvaraya Technological University (VTU) on 6<sup>th</sup> September 2014 at VTU Regional Office, Visvesvaraya Technological University (VTU), Nagarbhavi, Bangalore.
59. Invited as an expert for mid-term evaluation of student project proposal of 38<sup>th</sup> Series of Students Project Programme (SPP), organised by Karnataka State Council for Science & Technology (KSCST), IISC Campus, Bangalore on 6<sup>th</sup> March 2015.
60. Invited as an Examiner for MBA Valuation work at Sri Jayachamarajendra College of Engineering (SJCE), Mysuru on 19-20, August 2013.
61. Invited as an Examiner for Seminar Viva-Voce on July 17, 2013 at Sri Jayachamarajendra College of Engineering (SJCE), Mysuru.
62. Participated as a Chairperson of a session and Member, Editorial Board in the National Conference on “Innovative Management Strategies to Tackle Global Economic Crisis – India’s Preparedness” on 7-8 June 2013, JSS Academy of Technical Education, Bangalore on 7-8 June, 2013.

63. Delivered a guest lecture on "Business Research Methods" at Vidya Vahini College of Management, Tumkur on 10<sup>th</sup> August 2012.
64. Attended MBA Valuation work on 12-14, July 2012 at Sri Jayachamarajendra College of Engineering (SJCE), Mysuru.
65. Invited as an Examiner for Seminar Viva-Voce on 7<sup>th</sup> June 2012 at Sri Jayachamarajendra College of Engineering (SJCE), Mysuru.
66. Attended Board of Examination (BoE) meeting on 19<sup>th</sup> January 2012 at Sri Jayachamarajendra College of Engineering (SJCE), Mysuru.
67. Invited as a Resource Person to teach in the "FDP on research methodology and data analysis using SPSS", July 27-29, 2009, MBA Programme, Bapuji Institute of Engineering and Technology, Davangere.
68. Invited as an expert for the Visveswaraiah Technological University MBA syllabus review committee meeting held on 04<sup>th</sup> December 2007 at JSS College of Engineering and Technology, Mysore.
69. Invited as an expert at Subject Expert's Committee Meeting for Revision of Syllabus conducted on 24<sup>th</sup> June and 2<sup>nd</sup> July 2005 at M S Ramaiah Institute of Technology by Visvesvaraya Technological University (VTU), Belgaum.
70. Delivered a talk on the status of e-commerce in India at Dept. of Chemical Engineering, Siddaganga Institute of Technology, Tumkur on March 02, 2005.
71. Delivered a talk on Capability Maturity Models (SEI-CMM) at UBTD Engineering College, Davangere on June 12, 2003.