

**Dr. C.Srikant**

**Professor & Director-MBA  
Dept. of Management Studies  
Jawaharlal Nehru National College of Engg.,  
Shimoga - 577204 (Karnataka)**

---

**ACADEMIC QUALIFICATION:**

- **B.Sc.** from Shivaji University, Kolhapur
- **M.B.A.** from Shivaji University, Kolhapur
- **Ph.D.** from VTU, Belgaum

**CAREER DETAILS:**

- **Lecturer** at Department of Management Studies, JNN College of Engineering, Shimoga (Karnataka) for seven years (from 19-07-97 to 01-06-2005)
- Promoted as **Lecturer (Senior Scale)** at Department of Management Studies, JNN College of Engineering, Shimoga (Karnataka) for three years (from 01-06-2005 to 01-08-2008)
- Promoted as **Asst. Professor** at Department of Management Studies, JNN College of Engineering, Shimoga (Karnataka) for three years (from 01-08-2008 to 30.5.2011)
- Promoted as **Associate Professor** at Department of Management Studies, JNN College of Engineering, Shimoga (Karnataka) for 9 years (from 1.6.2011 to 30.05.2020)
- Promoted as **Professor** at Department of Management Studies, JNN College of Engineering, Shimoga (Karnataka) **from 01-06-2020**
- **Total Experience: Teaching: 26 years, 9 Months**

**CAREER ACCOMPLISHMENTS:**

As an Individual I have shouldered administrative responsibility entrusted by College and Department along with the teaching assignments.

➤ **Teaching Assignments**

1. Handled Core MBA Subjects and Marketing & Human Resources Specialization Subjects in the Dept., and secured good results.
2. Handled Classes in Management Subjects in other departments of our College, i.e., Dept. of Information Science & Engg. and Dept. of Electronics & Communication Engg.,
3. Have handled Management Papers in MCA Department, M.Com. Course at National Institute of P.G. Studies (ATNCC), and S.R.N.M. College of Applied Sciences.

➤ **Administrative Assignments - MBA Dept.**

1. One of the Faculty Coordinators for the **Faculty Development Programme** on “**Research Methodology in Management and Social Science: A Skill Building Approach**” conducted by the Department on 18-22 February, 2013
2. One of the Faculty Coordinators for the **Personality Development Workshop** for two days conducted for first year students from Dinakar Polytechnic by the Department in the month of January 2013
3. One of the Faculty Coordinators for the **Staff Development Workshop** conducted by the Department in 2012.
4. One of the Faculty Coordinators for the **MBA/MCA Admission Tests (PGCET & KMAT) Coaching** Programmes since 2006.
5. One of the faculty Coordinators for the two **National Conferences** held in the Department.
6. Coordinator for **Training and Development** programme for MBA Students
7. **Placement** Coordinator for the department (both Summer & Final) and successfully ensured on an average 60 to 70% placement every year
8. Coordinating the **B-School Social Responsibility (BSR)** programme successfully SINCE 2011-12. Through this activity, mobilized voluntary contributions of more than Rs.50000/- from students & staff and the same has been used to help the needy students of NES Primary School.
9. **Founder Faculty Coordinator of the Alumni Association** of the Department and held the position for 11 years till 2010-11. During the tenure was successful in generating Scholarships/Donations/Sponsorships etc from alumni for present students in the form of:  
(a) “Merit-cum-Means Scholarship” (Rs-10,000/-) and (b) “Best Outgoing Student Award” from each stream (Marketing, Finance and Human Resources - Rs.1500/ each);  
(c) Books to the Dept. Library (totaling more than 200 books).
10. Coordinated the “**Source Book**” **procurement** for 1<sup>st</sup> year students and also books for Department Library.
11. Coordinated participation of students in various **Inter-collegiate Management Fests** and accompanied them as Faculty coordinator for last 9 years since 2003-04.
12. Coordinated **Post Graduate Academics Programme** (Curricular Activities) for 6 years till 2010-11.
13. Coordinated **Students’ Industrial Tours/Visits** for 10 years and accompanied them to various industries and places.
14. Coordinated the compilation and Editing & publication of earlier **Department Magazine “Mani-Quest”** since the beginning till 2010-11 years and through this activity the Department’s Management Club has been strengthened financially.
15. Research Centre Head of MBA since 2017.
16. Delivered about 45 **Invited Talks** at various local colleges.
17. Member in College IQAC Committee

➤ **Administrative Assignments - JNNCE**

1. Member of the Anti-ragging committee for last 12 years.
2. Member of the Disciplinary Committee for last 6 years
3. Member of the Canteen Committee for the last 2 years

➤ **Administrative Assignments - Others**

1. Serving as **Member-Board of Examiners (BOE)** for MBA (Autonomous) Courses of NMAMIT, Nitte (Karnataka), St. Aloysius College of Management and Technology, Mangalore.
2. **Member** of various **BOE-VTU, Syllabus Formulation and Revision, Examination Vigilance etc teams**

## **RESEARCH & PUBLICATIONS**

**1. UNDERTOOK DOCTORAL RESEARCH WORK IN THE AREA OF “CRM IN INDIAN BANKING” AND OBTAINED PH.D. DEGREE FROM VTU IN APRIL, 2013.**

**2. Underwent Refresher Programmes** totaling to more than 8 weeks at different places/centres like-TAPMI Manipal, NIMM-Mumbai, IPS Academy-Indore, CMRIT- Bangalore, and IISc-Bangalore.

**3. Book/Paper Publications in Journals/ISBN Volumes:**

1. Srikant C & Shivaprasada B S (2023) “Customer Delight: A Comparative study of services rendered by private and public sector bank to achieve customer delight and ecstasy.”, “Neuro Quontology”, New Delhi (2023); **Scopus Indexed Journal**; eISSN1303-5150; pp 1444-1451.

2. Srikant C & Somya Agarwal (2022) “A STUDY ON ONLINE TEACHING-LEARNING EXPERIENCE”, “ International Journal of Advance and Innovative Research”;ISSN 2394-7780; pp 37-44.

3. Srikant C & Somya Agarwal (2022) “BETA ANALYSIS OF SELECTED INDIAN COMPANIES SHARES- AN EMPIRICAL EVALUATION”, “ International Journal of Advance and Innovative Research”;ISSN 2394-7780; pp 01-05.

4. Srikant C & Somya Agarwal (2022), “TRAVERSING THE PANDEMIC: A STUDY OF COMPETITIVE ADVANTAGE GAINED WITH SUSTAINABLE MANAGEMENT PRACTICES”, “ International Journal of Advance and Innovative Research”;ISSN 2394-7780; pp 133-135.

5. Srikant C & Karthik Gupta (2022), "THE EVALUATION OF PHYSICAL EVIDENCES IN VIRTUAL LEARNING SYSTEM" , "Webology";ISSN 0174-5823; pp 1218-1222
6. Srikant C & M G Krishnamurthy (2022), "Sports Management" , "Webology";ISSN 2394-7780; pp 103-110.
7. Co-Authored A Book Titled "MARKETING MANAGEMENT" published by Himalaya Publishing House (HPH), New Delhi. (ISBN: 978-93-5097-521-3)
8. Srikant C & Dr. M. G. Krishnamurthy (2011) "Consumerism in India-A Sectoral Analysis" , *Globalisation & Consumer Protection*, A Publication of Research Centre for Consumerism, Dept. of Business Administration, Kalasalingam University, Krishnakoil (TN), ISBN NO: 978-81-905380-1-5; pp 123-125.
9. Srikant C & Dr. M. G. Krishnamurthy (2011) "Using CRM to win a Recession", *Renewing Business Trends in Post Recessionary Econom*, Excel India Publishers, New Delhi (2011); ISBN: 978-93-81361-19-1; pp 257-260.
10. Srikant C, Santosha, & Dr. M. G. Krishnamurthy (2012), "Issues & Challenges in Developing Marketing Strategies for Micro Finance Institutions", *Contemporary Research in India-A Peer-Reviewed Multi-Disciplinary International Journal*; published by Sinhgad School of Computer Studies & Sinhgad Business School, Sholapur (MS); Special Issue February 2012; ISSN-2231-2137; pp 125-131.
11. Srikant C, N.S.Ravisha, Dr. T.P Renuka Murthy & Dr. M. G. Krishnamurthy (2012), "Mergers and Acquisitions in Indian Banking Sector-A Study", *Contemporary Research in India-A Peer-Reviewed Multi-Disciplinary International Journal*; published by Sinhgad School of Computer Studies & Sinhgad Business School, Sholapur (MS); Special Issue February 2012; ISSN-2231-2137; pp 137-142.
12. Srikant C, C. K. Anuradha & P. S. Subhadra (2012), "Work Life Balance in India: A Paradigm Shift", *Contemporary Research in India-A Peer-Reviewed Multi-Disciplinary International Journal*; published by Sinhgad School of Computer Studies & Sinhgad Business School, Sholapur (MS); Special Issue February 2012; ISSN-2231-2137; pp 155-162.
13. Srikant C, Ashwini H. A, Dr. M. G. Krishnamurthy (2012), "A Study on Awareness about New Banking Services" *Contemporary Research in India-A Peer-Reviewed Multi-Disciplinary International Journal*; published by Sinhgad School of Computer Studies & Sinhgad Business School, Sholapur (MS); Special Issue February 2012; ISSN-2231-2137; pp 143-154.
14. Dr C. Srikant, Dr Ravisha N.S. & Somya Agarwal, "Analytical Study of the Financial Performance of Canara Bank" published in *Intercontinental Journal of Finance Research Review* ISSN: 2321-0354 February 2017

15. Somya Agarwal, Dr. Srikant. C., Dr. M.G. Krishnamurthy, Dr. Ravisha. N. S., “Financial Performance Evaluation of Credit Cooperative Societies with special reference to Sri Rama Arya Vysya Credit Cooperative Society, Shimoga, Karnataka” at the 7th International Conference on Emerging Trends in Finance, Accounting and Banking held at SDMIMD, Mysore, Karnataka during 7th- 8th September 2018.

#### **4. Papers Presented at National Seminars/Conferences**

1. Srikant C & Dr. M. G. Krishnamurthy, “New Frontiers in Brand Management at Three day International Conference on “Targeting Global Markets for Success” held at Nirma Institute of Management, Ahmadabad on Jan 2-4, 2003.

2. Srikant C & Dr. M. G. Krishnamurthy, ”Indian Management Strategies for Global Competition” at Two-Day national Conference on Strategies for global Competition held at Govindram Seksaria Institute of Management and Research, Indore on September 27-28, 2003.

3. Srikant C & Dr. M. G. Krishnamurthy, “The Impact of Globalization on the Small Scale Sector of India” at Two-Day National Seminar on Globalization and SSI held at St. Stephen’s College, Uzhavoor, Kerala on January 17-18, 2003

4. Srikant C & Dr. M. G. Krishnamurthy, “Customer Relationship Management (CRM) vis-à-vis the ‘Cradle to Grave’ Strategy of Indian Banks – An Evaluation” at Two-Day AICTE Sponsored National Seminar on “Marketing in the Digital Era” held at Sona School of Management, Salem (TN), on Sept. 15-16, 2006.

5. Srikant C & Dr. M. G. Krishnamurthy, “Corporate Governance in Indian Financial Services Sector: A Case Study” at Two-Day National Conference on “Corporate Governance” held at St. Albert’s College, Ernakulam, Kochi (Kerala) on January 11-12, 2007.

6. Srikant C & Uttam Kinange, “Rural India : Opportunities and Challenges for Retail” at Two Day International Symposium organized by Department of Commerce, Loyala College, Chennai, on Feb 15-16, 2007.

7. Srikant C & Dr. M. G. Krishnamurthy, “Indian Diaspora – Status Analysis & Provision of Financial Services” at the Two-Day National Seminar on “Indian Capital Market & Financial Services” held at St. Albert’s College, Ernakulam, Kochi (Kerala) on January 17-18, 2008.

8. Srikant C & Dr. M. G. Krishnamurthy, “International Money Transfer–A Growing Financial Service” at the Two-Day National Seminar on “Indian Capital Market & Financial Services” held at St. Albert’s College, Ernakulam, Kochi (Kerala) on January 17-18, 2008.

9. Srikant C & Dr. M. G. Krishnamurthy, “CRM – A Strategic Tool to Attract and Retain Bank Customers – A Case Study “ at the Two-Day National Conference on National Conference on “Recession, Recovery and Resurgence: Responses in the Indian Economy” held at Justice K. S. Hegde Institute of Management, Nitte on January 29-30, 2010.

10. Srikant C & Dr. M. G. Krishnamurthy, “Customer Relationship Management Programme & Loyalty of Customers in Indian Banks – A Case Study” at Three-Day National Seminar on Convergence of Management Practice, held at Smt. Hiraben Nanavati Institute of Management and Research for Women, Pune on February 23-25, 2010.
11. Srikant C & Dr. M. G. Krishnamurthy, “Corporate Social Responsibility & Sustainable Development – Role of Banks” at Two-Day National Conference on “Global Management – Cultural Challenges” held at D. Y. Patil Institute of Management, Pune on March 13-14, 2010.
12. Srikant C & Dr. M. G. Krishnamurthy, “Business Intelligence–A Strategic Mantra for Effective CRM Implementation in Banks” at One day national Seminar on Challenges in the Financial Services, held at Department of Commerce, Kuvempu University, Shimoga, on December 31, 2010.
13. Srikant C & Dr. M. G. Krishnamurthy, “Consumerism in India-A Sectoral Analysis” at Two-Day International Conference on “Globalization and Consumer Protection” held at Research Centre for Consumerism, Kalasalingam University, Krishnakoil on Jan 28-29, 2011.
14. Srikant C & Dr. M. G. Krishnamurthy, “Development of Business Models-Analysis of two Innovative Propositions” at Two-Day National Conference on “Strategising Innovative Business Models” held at Department of Business Administration, St. Joseph Engineering College, Vamanjoor, Mangalore on March 24-25, 2011.
15. Srikant C & Dr. M. G. Krishnamurthy, “Using CRM to win a Recession” at Two-Day National Conference on “Renewing Business Trends in Post Recessionary Economy” held at Institute of Management Studies & Research, Kuvempu University, Shimoga on March 18-19, 2011.
16. Srikant C, “CRM Programme-A Strategic Tool to increase Customer Loyalty of Customers in Indian Banks” at Two-Day National Conference on “Paradigm Shift in Management & Technology-Opportunities & Challenges” held at Department of Management Studies, JSS Academy of Technical Education, Bangalore on October 14, 2011.
17. Srikant C, “The Talent Shortage and Skill Gaps of the Corporate- A Conceptual Analysis” at Two-Day National Conference on “Achieving Distinctive Competence through Service and Excellence” held at Department of Business Administration, St. Joseph Engineering College, Vamanjoor, Mangalore on March 22-23, 2012.
18. Srikant C, Santosha, Dr. M. G. Krishnamurthy, ”Issues & Challenges in Developing Marketing Strategies for Micro Finance Institutions” at Two-Day National Conference on “Computer Science and Business Management” held at Sinhgad School of Computer Studies & Sinhgad Business School, Sholapur (MS), on February 24-25, 2012.

19. Srikant C, N.S.Ravisha, Dr. T.P.Renuka Murthy & Dr. M. G. Krishnamurthy, "Mergers and Acquisitions in Indian Banking Sector-A Study" at Two-Day National Conference on "Computer Science and Business Management" held at Sinhgad School of Computer Studies & Sinhgad Business School, Sholapur (MS), on February 24-25, 2012.
20. Srikant C, C. K. Anuradha, & P. S. Subhadra, "Work Life Balance in India: A paradigm Shift" at Two-Day National Conference on "Computer Science and Business Management" held at Sinhgad School of Computer Studies & Sinhgad Business School, Sholapur (MS), on February 24-25, 2012.
21. Srikant C., Ashwini H. A. & Dr. M. G. Krishnamurthy, "A Study on Awareness about New Banking Services" at Two-Day National Conference on "Computer Science and Business Management" held at Sinhgad School of Computer Studies & Sinhgad Business School, Sholapur (MS), on February 24 & 25, 2012.

\*\*\*