

CURRICULUM VITAE

Dr. Santhosha	Associate Professor Jawaharlal Nehru New College of Engineering-MBA Navule, Savalanga Road, Shivamogga-577 204 Mobile No. 9845063217/8660499147 E-Mail: shanbhag82@jnnce.ac.in shanbhag82@gmail.com
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1. Personal Profile

- Name: Dr. Santhosha
- Date of Birth: 23 January 1981
- Mother Tongue: Konkani
- Nationality: Indian

2. Area of Specialization

- **MBA : Marketing**
- **Ph.D. : Faculty of Management**

3. Educational Qualification

Qualifying Examination	Passed out in	From	Class
Ph.D.	April 2016	Research Centre, Dept. of Management Studies, JNNCE, Shimoga (Visvesvaraya Technological University)	--
MBA (Master of Business Administration)	July 2004	Justice K.S. Hegde Institute of Management, NMAMIT, Nitte (Visvesvaraya Technological University)	First (65%)
BBA (Bachelor of Business Administration)	April 2002	Anjuman Institute of Management, Bhatkal (Karnataka University, Dharwad)	First (71%)
P.U.C. (KPUE Board, Bangalore)	April 1999	Government Junior College Byndoor (Udupi Dist.)	First (71%)
S.S.L.C (Karnataka Secondary Education Board)	April 1997	Government Junior College Byndoor (Udupi Dist.)	First (71%)

4. Work Experience

- Worked as Lecturer in **P.A. First Grade College, Mangalore** for 11 months (12-08-2004 to 22-07-2005)
- Worked as an Asst. Professor in **St. Aloysius Institute of Management and Information Technology (AIMIT), Mangalore** for 6 years & 4 months (23-07-2005 to 25-11-2011).
- Working as an Asst. Professor in Dept. of Management Studies, **Jawaharlal Nehru National College of Engineering, Shimoga**, for 10 years. (01-12-2011 to 31/01/2022)
- Working as an Associate Professor in Dept. of Management Studies, **Jawaharlal Nehru National College of Engineering, Shimoga**, for 2 years (01/02/2022 to Till Date)

PG Experience	UG Experience	Research Experience	Post-PhD Experience
18 Years 9 months (till date)	11 Months	14 Years - Concurrent	8 Years

5. Research Guidance

1) PhD Guidance

- Enrolled and recognized as a guide in Faculty of Management by the VTU Belagavi
- Guiding Four Research scholars (Two Research Scholars Submitted Thesis and Two Research Scholar registered).

2) PhD Doctoral Committee

- Recognized as members of PhD Doctoral Committee for one Research Scholars of VTU Belagavi.

6. Abstract of Professional Development Activities

Sl. No.	Particulars	Numbers
1	Journal Publications	24
2	Conference Publications	08
3	Conference Presentations	35
4	Books Published	10
5	FDPs/MDPs/Seminars/Conferences Organised	18
6	FDPs/MDPs/Seminars & Conferences Attended	31
7	Online FDPs/MDPs/Seminars & Conferences Attended	32
8	Certification Courses	10

Details attached: Annexure-1

ANNEXURE-1

6.1 Journal Publications (24)

- 1) Santhosha, (2006), "Rural Marketing in India- Relevant Issues", *Tatva -The Essence of Excellence*, A Publication of KLS' Institute of Management Education & Research, Belgaum, **ISSN-0973-0974**; pp 1-17.
- 2) Santhosha & Tauro Lavina, (2007), "Integrated Marketing Communication in Less Developed Countries: Issues and challenges", Edited Publication on *Marketing in the New Global Opportunities-Challenges and Opportunities*, First Edition, Excel Books, New Delhi, **ISBN-81-7446-510-3**; pp 283-294.
- 3) Santhosha & Aquinas P.G, (2007), "Role of CRM and Consumerism in Building Brands: An Indian Perspective", *Tatva-The Essence of Excellence*, A Publication of KLS' Institute of Management Education and Research, Belgaum, **ISSN-0973-0974**; pp 20-27.
- 4) Santhosha & Krishnamurthy M G, (2009), "Indian Rural Markets: Issues, Challenges and Role of Bottom of the Pyramid Entrepreneurs", *Exploration*, A Refereed Journal, Vol-II, No-1, A Publication of St. Aloysius College, Mangalore; pp 75-84.
- 5) Santhosha & Krishnamurthy M G, (2010), "Insuring Bottom of The Pyramid: A Way to Enhance Financial Security of Rural Poor and to Draw a Road Map to the Future, Edited book on *Managing Finance: Sustaining Shareholder Value*", First Edition, Excel Books, New Delhi, **ISBN- 978-81-7446-803-1**; pp 373-380.
- 6) Santhosha & Krishnamurthy M G, (2010), "Indian Rural Markets: Developing Sustainable Health Insurance for Ensuring Financial Security to the Poor", *AIMIT working Paper Series*, Vol-1 Issue-1, A Publication of St. Aloysius Institute of Management and Information Technology (AIMIT), Mangalore, **ISSN-2229-5496**; pp 18-24.
- 7) Santhosha & Sumitha P V, (2011), "Indian Rural Markets: Issues and Challenges for Corporates", *Asia Pacific Journal of Research in Business Management*, Vol-2, Issue-5, A Publication of Sri Krishna Research & Educational Consortium, **ISSN-2229-4104**; pp 279-280.

- 8) Santhosha, Aquinas P G & Sumitha P V, (2012), "HR's Role in Building Employee Engagement through a Pragmatic Talent Management Strategy", *AIMIT Working Paper Series*, Vol-1 Issue-3, A Publication of St. Aloysius Institute of Management and Information Technology (AIMIT), Mangalore, **ISSN-2229-5496**; pp 18-22.
- 9) Santhosha, Krishnamurthy M G & Madhukar S M, (2012), "Indian Rural Markets: Issues and Challenges of Developing a Sustainable Healthcare and Health Insurance System", *AIMIT Working Paper Series*, Vol-1 Issue-3, A Publication of St. Aloysius Institute of Management and Information Technology (AIMIT), Mangalore, **ISSN-2229-5496**; pp 18-22.
- 10) Santhosha, Krishnamurthy M G, & C Srikant, (2012), "Issues and Challenges in Developing Marketing Strategies for Micro-finance Institutions", *Contemporary Research in India*, A Publication of Sinhgad School of Communications and Sinhgad Business School, Solapur, **ISSN-2231-2137**; pp 125-131.
- 11) Santhosha, Krishnamurthy M G, & C Srikant, (2012), "Medical Tourism in India: Emerging Opportunities and Issues", *Contemporary Research in India*, A Publication of Sinhgad Business School, Solapur, **ISSN-2231-2137**; pp 153-158.
- 12) Santhosha, Krishnamurthy M G, & C Srikant, (2014), "Rural Health Insurance in India: Need of Developing Sustainable Health Insurance System", *Contemporary Research in India*, A Publication of Sinhgad Business School, Solapur, **ISSN-2231-2137**; pp 152-159.
- 13) Santhosha (2019), "Impact of Technological Advancements on Service Quality in Banking Industry", Volume 6, Issue 1, *International Journal of Advance & Innovative Research*, **ISSN-23947780**; pp 171-181.
- 14) Santhosha, Krishnamurthy M G, & C Srikant, (2014), "Sports Management", Volume 6, Issue 1, *JNNCE Journal of Engineering & Management (JJEM)*, Shimoga, **ISSN-2582-0079**, pp 103-110.
- 15) Santhosha, Lakshmeesha Kanti K. S, Somya Agarwal (2019), "Impact of Technological Advancements on Service Quality in Banking Industry", Volume 6, Issue 1 (III), *International Journal of Advance and Innovative Research*, **ISSN -2394 – 7780**, pp 177-181.
- 16) Dr. Santhosha, P.V Sumitha (2021), "Exploring the Role of Self-Help Group (SHG) Volunteers in Promoting Wealth Creation Education Among SHG Members", Volume 18, Number 6, *Webology*, **ISSN-1735-188X**, pp 9170 – 9187.
- 17) Santhosha, Arun Kumar M. S, (2022), "A Conceptual Study on Role of Farmer Producer Organization in Measurement, Evaluation and Enhancement of Sustainable Agricultural Effectiveness", Volume 9, Issue 2 (IV), *International Journal of Advance and Innovative Research*, **ISSN 2394 – 7780**, pp 111-114.
- 18) Santhosha, P.V Sumitha, Preethi Keerthi D'Souza, (2022), "Role of Seva Prathinidhis as Informed Intercessories Towards Asset Formation In The Post Covid Era", Volume 9, Issue 2 (IV), *International Journal of Advance and Innovative Research*, **ISSN 2394 – 7780**, pp 61-73.
- 19) Santhosha, S., Anuradha, C. K., & Arunkumar, M. S. (2022). A conceptual study on role of farmer producer organization in measurement, evaluation and enhancement of sustainable agricultural effectiveness. *International Journal of Health Sciences*, 6(S6), 2990–2995. <https://doi.org/10.53730/ijhs.v6nS6.9973>.

- 20) Santhosha, Prakruthi N Udupa, Tabreez Pasha, (2023), "Model of Cost teeming, Impact of Project Planning & Management in Residential Infrastructure Projects", Volume 44 Special Issue -02, *Journal of Advanced Zoology*, **ISSN: 0253-7214**, pp 1164:1169.
- 21) Prakruthi N Udupa, Santhosha, (2023), "Influence of Gender, Education and Occupation on Stipulate of Demand for Residential Property" Vol 13, Issue 3, *European Economic Letters*, **ISSN 2323-5233**, pp 645-649.
- 22) Jyothi Acharya, Santhosha, Prathibha S Bhat, Sumalatha P J, (2023), "A Study on Financial Literacy and Investment Behaviour of Teachers", *Journal of Survey in Fisheries Sciences*, 10(1S) pp 5096-5106.
- 23) Santhosha, Prakruthi N Udupa, (2023), "Cost Escalation in Development of Residential Projects: Empirical Evidence of Sources" 33 S1, *Journal of Namibian Studies*, **ISSN: 2197-5523**, pp 3330-3336.
- 24) Santhosha, P.V Sumitha, (2023), "Empowering Communities: Evaluating the Transformative Impact of Training Programs on The Economic Empowerment of Self-Help Group (SHG) Members", 35, *Journal of Namibian Studies*, **ISSN: 2197-5523** pp 251-269.

6.2 Conference Publications (08)

- 1) Santhosha, (2006), "Convergence of Rural Consumer Behaviour in India", A Publication of Indian Institute of Management, Kozhikode, on "Marketing in the Age of Convergence"; pp 193-199.
- 2) Santhosha, & Pinto Santhosha, (2006), "Integrated Marketing Communication: Challenges for Rural Marketers", A Publication of Sona School of Management, Salem (TN), on "Marketing in the Digital Era"; 236-244.
- 3) Santhosha, & Sumitha P V, (2007), "Technological Initiatives in Indian Rural Markets: Issues and Challenges", A Publication of B.N. Bahadur Institute of Management Sciences, University of Mysore, Mysore, on "Managing in Uncertain Times", pp 130-145.
- 4) Santhosha & Aquinas P.G, (2007), "HR Initiatives to Combat the Challenges of Recession and Meltdown", A Publication of Dept. of Management Studies, Jawaharlal Nehru National College of Engineering, Shimoga on "The Current Economic Crisis & The Transformational Agenda for B-Schools"; pp 61-67.
- 5) Santhosha & Krishnamurthy M G, (2009), "Rural Insurance: Issues, and A Road Map to the Economic Development", A Publication of Albertan Institute of Management, Cochin, on "Vision 2050-Vision and Strategy"; pp 137-145.
- 6) Santhosha, Krishnamurthy M G & Prathibha S S, (2011), "Indian Bottom of the Pyramid Markets: An Integrated Marketing Communication Model to reach Rural Customers", A Publication of Dept. of Business Administration, St. Joseph Engineering College, Mangalore on "Strategic Innovative Business Models", pp 59-63.
- 7) Santhosha, Krishnamurthy M G & Sumitha P V, (2011), "Ethical Consumerism: Innovative Strategies for Building Sustainable Brands in the Indian Markets", A Publication of Dept. of Business Administration, St. Joseph Engineering College, Mangalore on "Strategic Innovative Business Models", pp 59-63.

- 8) Santhosha, Krishnamurthy M G & S M Madhukar, (2012) "Adoption of Integrated Marketing Communication for Provision of Financial Services in Less Developed Countries (LDCs)", A Publication of Dept. of Business Administration, St. Joseph Engineering College, Mangalore on "Achieving Distinctive Competence through Service and Excellence"; pp 59-63.

6.3 Conference Presentations (35)

- 1) Santhosha, "Convergence of Rural Consumer Behaviour in India" at the two-day International Conference on "Marketing in the Age of Convergence" held at Indian Institute of Management, Kozhikode on January 7-8, 2006.
- 2) Santhosha & P Santhosh, "Integrated Marketing Communication: Challenges for Rural Marketers", at the two-day National Conference on "Marketing in the Digital Era.", held at Sona School of Management, Salem (TN) on September 15-16, 2006.
- 3) Santhosha & Aquinas P G, "Consumerism and Customer Relationship Management: Implications for Building Brands in the Indian Market" at the two-day National Conference on "Emerging Issues and Imperatives of Consumerism in Globalized Economy", held at Dept. of Management Studies, J.N.N. College of Engineering Shimoga on November 24-25, 2006.
- 4) Santhosha, & D' Souza "Patient-Doctor Relationship: An Ethical Dilemma" at the three-day International Conference on "Enhancing Enterprise Competitiveness", held at Institute of Management, Nirma University of Science and Technology, Ahmedabad on January 5- 7, 2007.
- 5) Santhosha & Hyder Ali, "Medical Tourism in India: Issues and Perspective" at the two-day International Conference on "Globalization, Development, Public Policy and Management: Emerging Issues", held at Dept. of Commerce and Management Studies, Kannur University on March 9-10, 2008.
- 6) Santhosha & Sumitha P V, "Technological Initiatives in Indian Rural Markets: Issues and Challenges", at the two-day National Seminar on "Managing in Uncertain Times", held at B.N. Bahadur Institute of Management Sciences, University of Mysore, on May 30-31, 2008.
- 7) Santhosha & Sumitha P V, "Medical Tourism: A New Perspective in Indian Health Care System", at the one-day National Seminar on "India@75 Sectoral Management" held at Institute of Management Studies, Post-Graduate Centre, Kuvempu University, Davanagere on December 5, 2008.
- 8) Santhosha, Sumitha P V & Aquinas P G, "Work Life Balance: A Study of Stress of Women Employees in Selected Service Sectors of Mangalore City of Dakshina Kannada" at the two-day International Conference on "Business Excellence–Mapping the Path Ahead" held at Bharati Vidyapeeth's Institute of Management Studies and Research, Mumbai, on March 13-14, 2009.
- 9) Santhosha, & Aquinas P G, "Understanding Knowledge Workers and Building HR Initiatives for Forging Ahead" at the two-day International Conference on "Better Business Practices for Sustainable Social Change" held at Justice K.S. Hegde Institute of Management, NMAMIT, Nitte, on December 29-31, 2008.
- 10) Santhosha, Sumitha P V & Prathibha S S, "Insurance in Rural India: Issues, Challenges and a Road Map to the Future" at the one-day National Conference on "Economic Crisis and Recent

Trends in Management” held at P.G. Dept. of Business Administration, P.A. College of Engineering, Mangalore, on March 24, 2009.

- 11) Santhosha, & Aquinas P G, “HR Initiatives to Combat the Challenges of Recession and Meltdown” at the two-day National Seminar on “The Current Economic Crisis and The Transformational Agenda for Business Schools”, held at Dept. of Management Studies, Jawaharlal Nehru National College of Engineering, Shimoga, on October 10-11, 2009.
- 12) Santhosha & Krishnamurthy M G “Rural Insurance: Issues, Challenges and a Road Map to the Economic Development”, at the two-day National Seminar on “Vision 2050-Vision and Strategy”, held at Albertain Institute of Management, Cochin, on October 29-30, 2009.
- 13) Santhosha & Krishnamurthy M G, “Insuring Bottom of the Pyramid: A Way to Enhance Financial Security of Rural Poor and to Draw a Road Map to the Future” at the three-day International Conference on “Managing Finance: Sustaining Shareholder Value”, held at Institute of Management, Nirma University Ahmedabad, on January 7-9, 2010.
- 14) Santhosha & Aquinas P G, “Achieving Strategic advantages in Mergers and Acquisitions through HR Initiatives”, at the three-day International Conference on “Managing Finance: Sustaining Shareholder Value”, held at Institute of Management, Nirma University Ahmedabad, held on January 7-9, 2010.
- 15) Santhosha, & Aquinas P G, “Building B-Schools as Learning Organizations – Issues and Challenges”, at the one-day National Seminar on “Reforms in Higher Education – Challenges and Strategies”, held at Govt. First Grade College, Yellapura (NK), on March 6, 2010.
- 16) Santhosha, & Sumitha P V, “Indian Rural Markets: Issues and Challenges for Corporates”, at the one-day National Conference on “Managing Tomorrow: Emerging Trends, Issues and Challenges”, held at Dept. of MBA, Shridevi Institute of Engineering and Technology, Tumkur, on April 13, 2010.
- 17) Santhosha & Sumitha P V, “Customer Relationship Management: Implications for Building Brands in the Indian Markets”, at the one-day National Conference on “Corporate India-Re-engineering Strategies for Survival and Growth”, held at Srinivas Institute of Management Studies, Mangalore, on April 16, 2010.
- 18) Santhosha, Sumitha P V & M Girish, “Development of Bottom of the Pyramid Entrepreneurs: Opportunities, Challenges and Economic Revival”, at the two-day National Conference on “Economic Revival: Business Perspectives and Opportunities”, held at Dept. of Management Studies, St. Joseph Engineering College, Mangalore, on April 29-30, 2010.
- 19) Santhosha & Sumitha P V, “Tracking Economic Recession and Recovery-Issues and Challenges” at the two-day National Conference on “Economic Revival: Business Perspectives and Opportunities”, held at Dept. Management of Studies, St. Joseph Engineering College Mangalore, on April 29-30, 2010.
- 20) Santhosha, Krishnamurthy M G & Sumitha P V, “Development of Indian Rural Markets: Issues, Challenges and Role of Bottom of the Pyramid Entrepreneurs”, at the one-day National Seminar on “Changing Frontiers of Industrial Development in India”, held at Dept. of MBA, Srinivas Institute of Technology, Mangalore, on October 14, 2009.

- 21) Santhosha & Krishnamurthy M G, "Marketing of Health Insurance in Rural Areas: A Study with reference to Dakshina Kannada and Udupi Districts of Karnataka" at the two-day "Doctoral Conference", held at Viswakarma Institute of Management, Pune, on March 4-6, 2011.
- 22) Santhosha, Aquinas P G & Sumitha P V, "Talent Management in Knowledge Based Economy-Issues and Challenges", at two-day National HR Conference on "Talent Management: Challenges to HRM", held at St. Aloysius Institute of Management and Information Technology, Mangalore, on March 11-12, 2011.
- 23) Santhosha, Krishnamurthy M G & Sumitha P.V "Ethical Consumerism: Innovative Strategies for Building Sustainable Brands in Indian Markets", at the two-day National Conference on "Strategizing Innovative Business Models", held at Dept. of Business Administration, St. Joseph Engineering College, Mangalore, on March 24-25, 2011.
- 24) Santhosha, Krishnamurthy M G & Prathibha, "Indian Bottom of the Pyramid Markets: An Integrated Marketing Communication Model to Reach Rural Customers", at the two-day National Conference on "Strategizing Innovative Business Models", held at Dept. of Business Administration, St. Joseph Engineering College, Mangalore, on March 24-25, 2011.
- 25) Santhosha, Krishnamurthy M G & S M Madhukar, "Indian Rural Markets: Issues & Challenges of Developing a Sustainable Healthcare and Health Insurance System", at the two-day National Conference on "Rural Transformation and Developmental Perspective: Managerial Challenges", held at Manipal Institute of Management, Manipal on January 21-22, 2012.
- 26) Santhosha, Krishnamurthy M G & Srikant C, "Issues and Challenges in Developing Marketing Strategies for Micro-Finance Institutions", at the two-day National Conference on "Computer Science and Business Management", held at Sinhgad School of Computer Studies and Sinhgad Business School, Solapur (MS), on February 24 -25, 2012.
- 27) Santhosha, Krishnamurthy M G & S M Madhukar, "Adoption of Integrated Marketing Communication for Provision of Financial Services in Less Developed Countries (LDCs)" at the two-day National Conference on "Achieving Distinctive Competence through Service and Excellence", held at Dept. of Business Administration St. Joseph Engineering College, Mangalore, on March 22 -23, 2012.
- 28) Santhosha, "Medical Tourism in India" at the two-day National Conference on "Indian Tourism-Challenges and Opportunities", held at Singad Business School, Solapur, on October 6-7, 2012.
- 29) Santhosha, Krishnamurthy M G & C. Srikant, "Rural Health Insurance and Universal Health Coverage: Multiple Paths, Many Rivers to Cross", at the one-day National Conference on "Indian Insurance Sector, Innovation, Sustainability and Social Impact", held at Tumkur University, Tumkur, on 22nd November 2014.
- 30) Santhosha, "Issues and Challenges of Building B-Schools in a Globalized Environment" at the one-day National Conference on "Business Education in India-opportunities and Challenges", held at Sahyadri Arts College, Shimoga on February 15th 2015.
- 31) Santhosha, "Impact of Technological Advancements on Service Quality in Banking Industry" at the Two-day International Conference on "Marketing in Digital World: Trends, Opportunities

& Challenges”, held at Department of Management Studies, JNNCE, Shimoga on January 4-5 2019.

- 32) Santhosha, “Role of Seva Prathinidhis as Informed Intercessories Towards Asset Formation in The Post Covid Era”, at the "Virtual National Conference on Recent Trends in Commerce and Management" held on 5th April 2022 at the Department of Commerce and Management, Government First Grade College Ripponpet.
- 33) Santhosha, “A Conceptual Study on Role of Farmer Producer Organization in Measurement, Evaluation and Enhancement of Sustainable Agricultural Effectiveness”, at the "Virtual National Conference on Recent Trends in Commerce and Management" held on 5th April 2022 at the Department of Commerce and Management, Government First Grade College Ripponpet.
- 34) Santhosha, “Empowering Women Unravelling the impact of Financial Literacy within Government-Aided Self-Help Groups (SHGs)”, at the "International Conference on Reforms in Business Practices & Redefined Role of Banks-Contemporary Issues, Challenges and Remedies" held on 8th and 9th December 2022 at the Department of Management Studies, J N N College of Engineering, Shivamogga.
- 35) Santhosha, “Marginal Farmers Development through Farmer Producers Organisation (FPO): Issues and Challenges in India”, at the "International Conference on Reforms in Business Practices & Redefined Role of Banks-Contemporary Issues, Challenges and Remedies" held on 8th and 9th December 2022 at the Department of Management Studies, J N N College of Engineering, Shivamogga.

6.4 Books Published (10)

- 1) Santhosha, (2006), “International Trade and Finance Part-1”, First Edition, Sita Publishing House, Mangalore.
- 2) Santhosha, (2006), “International Trade and Finance Part-2”, First Edition, Sita Publishing House, Mangalore.
- 3) Santhosha, (2006), “Money and Public Finance”, First Edition, Sita Publishing House, Mangalore.
- 4) Santhosha, (2007), “Marketing Management”, First Edition, Sita Publishing House, Mangalore.
- 5) Santhosha, (2007), “Export Management”, First Edition, Sita Publishing House, Mangalore.
- 6) Santhosha (2007), “Modern Marketing”, First Edition, Sita Publishing House, Mangalore
- 7) Santhosha (2014), “Strategic Brand Management”, First Edition, (ISBN: 9789351630937), Takur Publication.
- 8) Santhosha (2021), “Managerial Communication”, First Edition, (ISBN: 978-93-5433-591-4H), Himalaya Publishing House
- 9) Santhosha, (2022), “Financial Literacy” First Edition, (ISBN: 978-93-93169-20-4) Edwise, Mangaluru
- 10) Santhosha, (2023), “Business Communication”, First Edition, (ISBN: 978-93-5693-310-1) Himalaya Publishing House, Bangalore

6.5 FDPs/MDPs/Seminars/Conferences Organised (18)

- 1) Organised 2-Day Management Development Programme for Marketing and Sales Executives on 12th and 13th of April 2007 at St. Aloysius Institute of Management and Information Technology (AIMIT), Mangalore.
- 2) Organised 2-Day Training programme as a Resource Person on “Marketing Skills in Banking” for Branch Managers of Corporation Bank from different parts of India at Corporation Bank, H.O., Mangalore held on November 22nd and 23rd 2008.
- 3) Organised One-Week Staff Development Programme on “Personal Excellence and Effectiveness” for Non-Teaching Staff of JNNCE, in Dept. of Management Studies, JNNCE, from 27 January to 1 February 2012.
- 4) Organised a One-Week Faculty Development Programme on “Research Methodology in Management and Social Sciences: A Skill Building Approach” Dept. of Management Studies, JNNCE in during 18-22 February 2013.
- 5) Organised four Personality Development Programmes as a Resource Person for Post Graduate students of Kuvempu University and Sahyadri College, Shimoga since 2012.
- 6) Organised four Personality Development Programmes as a Resource Person for Graduate students of University of Agriculture and Horticulture Sciences, Shimoga since 2012.
- 7) Organised a One-Week Faculty Development Programme on “Big Data for Business Management” in Dept. of Management Studies, JNNCE during 03-07 July 2017.
- 8) Organised (As Co-Coordinator) a Two-Week Faculty Development Programme on “Paradigm Shift in Higher Education Teaching: Vision 2030” in Dept. of Management Studies, JNNCE during 08-19 July 2019.
- 9) Organised (As Co-Coordinator) a One-Week Staff Development Programme on “Skill Development Training for Supporting & Technical staff” in Dept. of Management Studies, JNNCE during 08-12 July 2019.
- 10) Organised (As Co-Coordinator) a Three-Day Staff Development Programme on “Staff Development Programme for Hostel Transportation staff” in Dept. of Management Studies, JNNCE during 24-26 July 2019.
- 11) Organised (As Co-Coordinator) a Two-Day Workshop on “Leadership Development for HoDs and Professor” in Dept. of Management Studies, JNNCE during 23-24 January 2020.
- 12) Organized 'INQUIZITIVE- 2020' -A National Level Online Business Quiz for PG and UG Students on General Management and Business on 1st and 2nd August 2020.
- 13) Organized "Crossroads"-A Workshop on MBA Specialization Selection" on 3rd August 2020 for 2019-21 batch students.
- 14) Organized Students Development Programme on “Impossible Is Often Untried” on 19th August 2020 for 2019-21 batch MBA students of JNNCE
- 15) Organized Entrepreneurship Boot Camp from 12-14 February 2021 for 2020-22 Batch I Semester MBA Students.

- 16) Organised (As Co-Coordinator) Seminar on “Implementation of National Education Policy (NEP) 2020” on 26th March 2021 for all Teaching Staff of JNNCE.
- 17) Organised (As Co-Coordinator) a Webinar & Discussion on “Blended Mode of Teaching and Learning: Concept Note-Circulated by UGC” for Principals, HODs and Staff of National Education Society.
- 18) Organised (As Co-Coordinator) two Days Student Development Workshop on Grow with NLP” on 17th & 18th January 2023.

6.6 FDPs & MDPs/Seminars & Conferences Attended (31)

- 1) Participated in One-Week Quality Improvement Programme (QIP) on “New teaching Pedagogy in Marketing” organised by TAPMI Manipal (AICTE-Sponsored) held during on 17th -21st November, 2005.
- 2) Participated in 3-Day Faculty Development Programme on “Case Development” organised by XMIE, Bangalore, held on 15th -17th June, 2007.
- 3) Attended 2-Day Workshop on “Research Methodologies” organized by VTU e-Learning Centre, Mysore on December 29th and 30th 2009 at Sri Jayachamarajendra College of Engineering, Mysore.
- 4) Attended 3-Day Workshop on “Research Methods for Social Sciences-A Skill Building Approach” organized by Aloysius Institute of Management and Information Technology (AIMIT), Mangalore held on 9-11 August 2010.
- 5) Attended One week-FDP on “Research Methods for Business Management & Social Science” organized by Aloysius Institute of Management and Information Technology (AIMIT), Mangalore held on 11-17 July 2011.
- 6) Attended Two Day-MDP on “Financial Analysis and Modeling Using Spreadsheets” organized by Aloysius Institute of Management and Information Technology (AIMIT), Mangalore held on 23-24 September 2011.
- 7) Attended a One-Week FDP on “Research Methodology in Management and Social Sciences: A Skill Building Approach” organized by Dept. of Management Studies, JNNCE, Shimoga, held on 18-22 February 2013.
- 8) Attended 1-Day FDP on “TQM for Enhancing Competency for Quality Teaching” organized by Sahyadri College of Engineering & Management, Mangalore held on 23 August 2013.
- 9) Participated in One-Week Workshop on “NBA and Outcome Based Education (OBE)” organised by JNNCE, Shimoga, held on 27th -31st January, 2017.
- 10) Attended One-Week Faculty Development Programme on “Big Data for Business Management” organised by JNNCE, Shimoga, held on 3rd -7th July, 2017.
- 11) Participated in the International Conference on “Services Management” held during 15-16 February, 2008 at T.A. Pai Management Institute, Manipal.

- 12) Participated in 1-Day U.G.C Sponsored State Level Seminar on “Transformational Leadership: Value-Based Management for Indian business Organizations”, Organized by Kamala Nehru Memorial National College for Women”, held on 2nd August 2008.
- 13) Attended State Level Seminar on ‘Impact of Global Recession on Indian Realty’ held on 28th February 2009, organized by St. Aloysius Evening College, Mangalore.
- 14) Attended 2-Day National Conference on “Talent Management: Challenges to HRM” organized by Aloysius Institute of Management and Information Technology (AIMIT), Mangalore held on 11-12 March 2011.
- 15) Attended 2-Day Symposium on “Managing Human resource During Economic Slowdown” organized by Sahyadri College of Engineering & Management, Mangalore held on 2-3 August 2012.
- 16) Attended AICTE Sponsored Two Week Faculty Development Program on “Harnessing Outcome Based Teaching –Learning Deliverables for the Enhancement of Accountability in Contemporary Education-A Holistic Perspective”, Organised by Coimbatore Institute of Engineering and Technology, Narasipuram, Coimbatore from 12.06.2019 to 25.06.2019.
- 17) Attended ISTE Recognized Two Week Faculty Development Program on “Paradigm Shift in Higher Education Teaching: Vision 2030”, Organised by Department of Management Studies, JNNCE, Shimoga 8th to 19th July 2019.
- 18) Attended TEQIP-III Sponsored One Week Faculty Development Program on “Leadership Skills”, Organized by JNTUA College of Engineering Anathapur, Andhra from 19th to 24 August 2019.
- 19) Attended TEQIP-III Sponsored One Week Faculty Development Program on “Innovative Teaching –Learning Techniques in Higher Education”, Organised by JNTUA College of Engineering Anathapur, Andhra from 4th to 9th September 2019.
- 20) Attended One Day VTU Consortium Training Programme on “Resources for Academic Excellence” organized by department of library, JNNCE, Shimoga on August 30th 2019.
- 21) Participated in the ACITE sponsored One-Week online FDP on “Student Induction Programme” held from 14-19 December 2020 organized by the Dept. of Humanities, JNTUA College of
- 22) Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online FDP on "Design thinking" from 18-22 January 2021 at JNN College of Engineering.
- 23) Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online FDP on "Training for Social Connectedness & Inspiration" from 25-29 January at RAJIV GANDHI GOVT. POLYTECHNIC.
- 24) Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online FDP on "Leadership & Excellence" from 1-5 February at Jawaharlal Nehru Technological University College of Engineering, Anantapur. AP.
- 25) Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online FDP on "Team-building and Coordination" from 15-19 February at GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT -GITAM.

- 26) Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "Design Thinking to nurture Creativity and Innovation leading to Entrepreneurship" from 14-18 June at Dr D Y Patil Institute of Management & Research.
- 27) Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "INNOVATION & ACQUISITION OF INTELLECTUAL PROPERTY RIGHTS" from 26-30 July at Cochin University of Science and Technology.
- 28) Participated & completed successfully MHRD Sponsored Two weeks Interdisciplinary National Refresher Course on "New Paradigms in Commerce and Management" from 15-28 September, 2021 at Teaching Learning Centre, Ramanujan College University of Delhi
- 29) Participated & completed successfully MHRD Sponsored One-week Interdisciplinary National Refresher Course on "How to create your own MOOCS" from 21-27 November 2022 at Teaching Learning Centre, Ramanujan College University of Delhi
- 30) Participated & completed successfully MHRD Sponsored Two - Week Refresher Course in "Commerce and Management" from 1-14 December 2022 at Teaching Learning Centre, Ramanujan College University of Delhi
- 31) Participated & completed successfully 5 Day Faculty Development Program on Salesforce Administrator from September 24-30, 2023 at JNNCE Sponsored by ICT Academy.

6.7 Online FDPs/MDPs/Seminars & Conferences Attended (32)

- 1) Participated in the 4-days Online Course on "Examination Reforms" organized by AICTE conducted during 29 April to 2 May 2020.
- 2) Participated in the webinar on "Changing Skill sets –Imperative in the post-Covid Scenario" organised by Department of Management Studies, Coimbatore Institute of Engineering and Technology, on 17th May, 2020.
- 3) Participated in Three Day FDP on "Business Anchors", organised by St. Martin's Engineering College, Secunderabad on 28th-30th May, 2020.
- 4) Participated in the webinar on "Leadership for Corporates in the Post Pandemic Era" organised by Department of Management Studies, Coimbatore Institute of Engineering and Technology, on 2nd June, 2020.
- 5) Participated in the counseling session on "The Strategies to Cope Up with Stress, Anxiety And Distress in Pandemic" organized by BET Sadathunnisa Degree College, Bangalore on 06th June, 2020.
- 6) Participated live webinar session on "Covid-19 Lockdown Effect-Impact On Indian Economy And Stock Market" organised by Department of Management Studies, VTU CPGS, Kalaburagi in association with Anand Rathi Shares and Stocks Brokerage Ltd, Kalaburagi held on 06th June 2020
- 7) Participated in National level live webinar on "Innovation in Business" as Participant, organized by B.V.V.Sangha's Institute of Management Studies, Vidyagiri, Bagalkot, Karnataka on 09th June 2020.

- 8) Participated in National level live webinar on “Impact of Covid-19 on India & Global Economy” as Participant, organized by B.V.V.Sangha’s Institute of Management Studies, Vidyagiri, Bagalkot, Karnataka on 11th June 2020.
- 9) Participated in the One Week National Level Faculty Development Programme on “Effective & Quality Research Writing” organized by the Department of Commerce (Shift II) in association with IQAC, Patrician College of Arts and Science, Chennai from 7th June to 13th June 2020.
- 10) Participated in a Webinar on “Practical Curriculum in Virtual Learning” organised by Department of Management Studies, East West College of Management on 19th June 2020
- 11) Participated in a Webinar on “Impact of COVID-19 on India’s External Sector” Organized by Post Graduate & Research Department of Economics, American College, Madurai, on 19th June 2020.
- 12) Participated in National level live webinar on “Role of Information Technology in Academic Administration and e-Governance” as Participant, organized by B.V.V. Sangha’s Institute of Management Studies, Vidyagiri, Bagalkot, Karnataka on 19th June 2020.
- 13) Participated in the One-Day National E-Conference on Human Values: Post-COVID 19 sponsored by TEQIP-III (NPIU-MHRD, Govt. of India) and organized by JNTUA College of Engineering (A) Ananthapuramu, A.P. in association with University College of Engineering & Technology, Bikaner Technical University, Bikaner (Raj.) on 14th June 2020.
- 14) Participated in National Level Webinar on “Digital Marketing – What, Why and How?” organized by Department of Computer Science, Seshadripuram Academy of Business Studies, held on 22nd June, 2020
- 15) Participated in the Seven day Online International Faculty Development Programme titled “Leadership Excellence” organized by the Department of Corporate Secretaryship and Information Systems Management, Justice Basheer Ahmed Sayeed College for Women (Autonomous), Chennai from 17th June to 23rd June 2020.
- 16) Participated in Online National Webinar “Equity and Excellence: Defining and Measuring College, Career, Life Readiness in Schools, and Building Trust”, organized by St. Aloysius Institute of Technology, Jabalpur, held on 25th and 26th June 2020
- 17) Participated in One Week FDP on “Strategies for Rolling the Economy-Post Covid-19 Lockdown” organized by MITS school of Business of Madanapalle Institute of Technology & Science Madanapalle, Andhra Pradesh from 22-26 June 2020.
- 18) Participated in Virtual Power Seminar on “YOU CAN WIN” Organized by Department of Computer Science and Engineering, Pallavi Engineering College, Nagole, Hyderabad in Association with ICT Academy on 27-06-2020.
- 19) Participated in Two Day National Webinar on “Management Practices”, organized by Bharat Institute of Engineering and Technology, Hyderabad from 27 to 28 June 2020.
- 20) Participated FDP on International webinar on the topic: " Introduction to E-learning and its challenges” Conducted by the Department of Corporate Secretaryship (Shift-II), Patrician College of Arts & Science, Adyar, Chennai-20 on 28/06/2020.

- 21) Participated in Virtual Power Seminar on “Cyber Security” Organized by Department of Computer Science and Engineering, Pallavi Engineering College, Nagole, Hyderabad in Association with ICT Academy on 29-06 -2020.
- 22) Participated in Two Days International Webinar on "Discipline is the key to successful career & know yourself and your Significance" Organized by Swami Vivekananda Career Guidance Cell of St. Aloysius Institute of Technology Jabalpur MP held on 29 to 30 June 2020.
- 23) Participated in the International Webinar on "Approaches on Online Teaching and Its Assessment Methods" organized by the Department of Commerce (Shift II) in association with IQAC, Patrician College of Arts and Science, Chennai, Tamil Nadu, India on 4th July 2020.
- 24) Participated in National Webinar on “Consumer Protection and Advocacy during Covid-19 Pandemic”, organized by MITS School of Business, MITS, Madanapalle, Andhra Pradesh on 6 July 2020.
- 25) Participated in National level live webinar on “Human Values and Professional Ethics” organized by B.V.V. Sangha’s Institute of Management Studies, Vidyagiri, Bagalkot –on 7th July 2020.
- 26) Participated in the International webinar on “Understanding Self” Organized by Education Department, St. Aloysius’ Institute of Technology, Gaur Jabalpur, (M.P) held on 2nd July 2020.
- 27) Participated in A National Level Webinar on “Marketing Opportunities During and After COVID-19 (Indian Scenario)” organized by Department of Management Studies Kuppam Engineering College, conducted on 18th July 2020.
- 28) Participated in a national Level Online 2-day FDP on “Investing Confidence” organized by Department of Management Studies, Ballari Institute of Technology and Management on 17th -18th July 2020.
- 29) Participated in an International Webinar on “Competitive Strategies for Business Sustainability” organized by Department of MBA, Dr. Ambedkar Institute of Technology on 22nd July 2020.
- 30) Participated in the One Week Online Management Development Programme on “Emerging Technologies and Competencies in Transforming Business Landscape”, Organized by the Department of Management Studies, in association with IQAC, Ramaiah Institute of Technology, Bangalore from 20th July, 2020 to 25th July, 2020.
- 31) Participated in the Orientation session on ‘Using TRIZ for Innovation and Creativity Enhancement in Education’ organized by TRIZ Association of Asia, in association with 'Department of Management Studies and Center for Innovation and Entrepreneurship, JNN College of Engineering, Shivamogga on Aug 19, 2020.
- 32) Participated in Two Days International Faculty Development Programme (FDP) on “Exploring Research Funding Opportunities in Social Sciences” Organized by Department of MBA, SVCE, Bengaluru held on 06th and 07th of August 2020.

6.8 Online Certification Courses (10)

- 1) Completed 12 Week NPTL Online Certification Course on “Human Resource Development” during September to December 2020.
- 2) Completed 12 Week NPTL Online Certification Course on “International Business” during September to December 2020.
- 3) Completed 08 Week NPTL Online Certification Course on “Managing the Services” during August-December 2021. **(Topper-At National Level Examination)**
- 4) Completed 08 Week NPTL Online Certification Course on “Basic Cognitive Process” during August-December 2021.
- 5) Completed 16 Week ARPIT Refresher Course on “Management” during November 2020 to April 2021.
- 6) Completed Online Certification Course on “Analysing Growth Drivers & Business Risks” during December 2022.
- 7) Completed 08 Week NPTL Online Certification Course on FDP on “Integrated Marketing Management”, January-March 2023. **(Topper-At National Level Examination)**
- 8) Completed Online Certification Course on “Forms of Business Structure” during September 2023.
- 9) Completed 08 Week NPTL Online Certification Course on FDP on “Strategic Management - The Competitive Edge”, August-October 2023.
- 10) Completed 08 Week NPTL Online Certification Course on FDP on “Marketing Research and Analysis”, August-October 2023.

Date: 23-05-2024
Place: Shivamogga

Dr. Santhosha