

## CURRICULUM -VITAE

**NAME** : DR.MUSTIARY BEGUM

**Gender** : Female

**Community** : Indian Muslim

**Present Position and** : Professor & Chairperson  
Dept. of Business  
Administration



**Place of Work** : Dept. of Post Graduate Studies and Research in  
Business Administration, Mangalore University,  
Mangalagangothri - 574 199

**Academic Qualification** : B.Sc., M.A., M.B.A., Ph.D

---

**Teaching Experience** : 35 years of Post-Graduate experience in Mangalore  
University

### **Organisational Responsibility and Extension Activities**

- Coordinator of MTA : 2005 -2007
- Chairperson of MBA : January 2010 - December 2011  
January 2018 – December 2019
- Coordinator of MBA (TTM) : 2005- 2010  
2014- 2016
- Dean Faculty of Commerce : February 2013 - February 2015
- Syndicate Member : November 2013 –November 2014
- Academic Council Member : February 2013 – February 2015
- Chairperson - SPARSH : 2009 - 2018  
(Sensitization Prevention and Redressal of Sexual Harassment)
- Member Selection Committee of Universities within Karnataka and Outside Karnataka
- I have been assisting the students in their project work, summer and final placement.

- I have been the member of the academic bodies of Mangalore University and other Indian Universities.
- Have delivered lectures for M.Com students of Distance education, Mangalore University and M.B.A and M.Com students Karnataka Open University, Mysore.

#### **Research Activities and Guidance:**

- Prepared the Ph.d thesis on the topic “Television Advertisements' Viewers' Perception And Responses - A study with reference to major cities of Karnataka State." The thesis was submitted to the Mangalore University and the degree was awarded in August 1992.
- One student has successfully completed his M.Phil dissertation on the topic ‘Retail Trade Practices in Rural Area’ – A study in D.K district under my guidance and supervision during 1995.
- Fifteen students have been awarded Ph.D, Two students are pursuing research.
- Presented papers in the National and International conferences and seminars

#### **Research Projects:**

1. Co-investigator of the research project on “ *Financing of rural artisans- a study in Dakshina Kannada* ” .The project was funded by the Canara Bank Chair on Small Business Management, Mangalore University, Karnataka, India 1989-91.
2. Co-investigator for the research project “ *Marketing of Bank Services in Rural Areas* ” A study in D.K district” funded by Canara Bank Chair, Mangalore University, 1990-91.
3. *Muslim Women Empowerment*” A study in Karnataka State sponsored by the center for Non-Profit Studies, University of Mysore, funded by Ford Foundation, India, 2003.

#### **Faculty Development / Training/Refresher Course/Summer Institute:**

1. Participated in the Refresher Course, sponsored by the All India Council for Technical Education , organized by the department of studies in Management science, University of Mysore, Manasagangotri, Mysore, April/May,1998
2. Participated in the UGC Refresher Course in Commerce, organized by the Staff Development College and Department of Commerce, Mangalore University, November 1998
3. Participated in a Five-day Programme on Pedagogy in Management conducted by the Indian Institute of Management, Kozhikode in collaboration with Ravi J. Matthai Centre for Education Innovation, IIM Ahmedabad , June 1999

4. Participated in the UGC sponsored Refresher Course in Commerce and Business Administration, organized by the department of Business Administration , Mangalore University , November 2002
5. Participated in the Quality Improvement Programme (QIP) on “Self Management and Emotional Intelligence – A course for all B-School Faculty” sponsored by AICTE and conducted by TAPMI from October, 2004.

#### **Papers published in National and International Journals:**

1. T Manjunath and Mustiary Begum (2004) **“Does Capital Asset Pricing Model Hold in the Indian Market?”** AIMS, Bangalore, Second AIMS International Conference on Management, pp.189- 197, December, 2004.
2. **Mustiary Begum (2005) “ Distance Learning – Marketing Challenges ”** Indian Journal of Marketing, Vol. XXXV, No.7, pp. 28 – 32, July.
3. **Mustiary Begum (2006) “ Empowering the Rural Consumer – Consumer Protection in India- A rural Marketing Perspective ”** Rathnamahothsava, ,pp.50-57, January
4. T Manjunath and Mustiary Begum (2006) **“Capital Asset Pricing Model : Beta and Size Tests”** AIMS, Ahmedabad, Third AIMS International Conference on Management, pp.202- 212, January
5. **Mustiary Begum (2006) “ Relationship Marketing: A Paradigm Shift to Social Marketing”** Southern Economist, pp, February 15
6. **Mustiary Begum (2006) “Women entrepreneurship in India: Challenges and Strategies”** University News, 44(15), April.
7. Manjunath, T Mallikarjunappa, Mustiary Begum (2007):**Capital Asset Pricing Model: Beta and Size Tests**, AIMS International Journal of Management, 1:1, January.
8. Kantaraj and Mustiary Begum (2008): **Digitalizing the FMCG Supply Chains : Issues and Challenges**, NHCE Business Journal “ACCESS” , a quarterly publication of NHCE, 2: 1, January to March 2008.
9. Abdul Azeez and Mustiary Begum (2009) :**International Remittances: A source of Development Finance**, International NGO Journal, 4:5 ,May, ISSN 1993-8225.
10. Abdul Azeez (2009): **Gulf Migration, Remittances and Economic Impact :Journal of Social Science**, 20:1, pp 55-60.

11. Vishala and Mustiary Begum(2011): **Impact of Job Stress on Job Satisfaction – An Empirical Study**, Indian Journal of Commerce & Management Studies, Internationally Indexed Journal, Bimonthly Online Research Journal, II:2, March, ISSN – 2229-5674.
12. Vishala and Mustiary Begum (2012): **Job Stress and Job Satisfaction- Two ends of the Continuu, ANVESHANA, Bi-annual**, 2:1, January-June, ISSN 2249-1449, A.J Institute of Mgt. Mangalore.
13. Vishala and Mustiary Begum (2012): **Issues and Perspectives of Work Life Balance- An Empirical Study in Erudition, The Albertain Journal of Management**, 6:2, July, ISSN 0973-7839.
14. Mustiary Begum (2012): **Changing Work Scenario-A Cause for Stress amongst Bank Employees**, International Journal of Research in Computer Application & Management, Vol.No.2, August, ISSN 2231-1009..
15. Mustiary Begum (2013): **Financial Prudence among SHGs in Karnataka : An Empirical Study of Mysore and Dakshina Kannada Districts**, ABHINAV national monthly journal of Research in commerce and management , II:V, May, ISSN : 2277-1166.
16. Maruti and Mustiary Begum (2013): **Utility and Procedure of Social Security – An empirical Study**, International Journal of Management, marketing and HRD- a monthly peer reviewed journal, 1:1, August, ISSN: 2321-8622, Mumbai.
17. Vishala and Mustiary Begum (2013): **Factor Analysis of Job Stressors in Banks**, International Journal of Research in Commerce and Management (IJRCM), 4:6, June, ISSN 0976-2183.
18. Vishala and Mustiary Begum (2013) :**Mann Whitney Test on Work Life Balance of Public and Private Sector Bank employees**, in PARIPEX –Indian journal of Research-listed and indexed in International ISSN directory ,2:11, November, ISSN : 2250-1991 Paris, Vol. 2 Issue11, Ahmedabad, Gujarat.
19. Sunitha L P and Mustiary Begum (2014):**“Green Buildings- Strategy for a Sustainable Development”**, in the Journal of CANCON, ISBN: 978-81-927561-2-7 Canara First grade College, Mangalore, January .
20. Prabhakar and Mustiary Begum (2014): **SHG Microfinance and the Non-Food Consumption Share Approach(NFS)**, Global Journal For Research Analysis, 3:3, March, ISSN NO. 2277-8160.
21. Vishala and Mustiary Begum (2014): **A Comparative Analysis of Occupational Stress Among the employees in Public and Private Sector Banks in Dakshina Kannada District**, International Journal of Conceptions on Management and social Sciences, 2:3, May, ISSN: 2357-2787.

22. Sunitha L P and Mustiary Begum (2014): **The market for Green buildings in emerging India: A literature Review and Research Agenda** in International Journal of Research in Commerce and Management(IJRCM) ,IV:X, October, ISSN : 2231-5756.
23. Sunitha L P and Mustiary Begum (2015): **Market for Residential Green Building- An Empirical Study** in the International journal of Management, IT and Engineering (IJMIE), Vol.5, No.7, July, 2015, ISSN: 2249-0558.
24. Shareena P and Mustiary Begum (2015):**“Mobile Buying Behaviour: A Comparative study of Rural and Urban Consumers”**, in the Quarterly International Journal of Social Science Research, Vol. V, No. 1 , PP 108-121, ISSN 2230-9187.
25. Prakash H.S, Mustiary Begum(2015): **An Empirical study on “ Measuring Consumer Satisfaction Towards Service Offered by Laxmi Cloth Store, Mangalore,** ISBN – 978-93-83214-61-7, February
26. Shareena P and Mustiary Begum (2016): **“Consumers’ Perception towards Maggi Instant Noodles after its Relaunch”** in the PARIPEX-INDIAN JOURNAL OF RESEARCH, Vol.05, No.02, PP.80-82, February, ISSN NO. 2250-1991.
27. Mesfin Tesfaye Abebe and Mustiary Begum (2016): **“The Spillover effect of MNCs on Local firms: Reviewing the Empirical Evidence”** International Research Journal of Engineering and Technology (IRJET)- An ISO 9001 Certified Journal, published in Irjet Journal , Vol.3 Issue 5 ,May ( Impact Factor: 4.45)
28. Mesfin Tesfaye Abebe and Mustiary Begum (2016): **The desirability of Doing Business and Flow of Foreign Direct Investment nexus: the case of Ethopia”** International Research Journal of Engineering and Technology (IRJET)- An ISO 9001 Certified Journal, published in Irjet Journal , Vol.3 Issue 5 ,May ( Impact Factor: 4.45)
29. Prakash H.S, Mustiary Begum(2016): **“Quality of Service Rendered by selected Consumer Durables in Rural Market: An empirical study with reference to Mangalore District, Karnataka”** on Inter- Disciplinary Issues for Empowering Trade, Industry and Society organised by Institute of Management, Nirma University, Ahmedabad, Gujarat, India, Ed. book. ISBN : 978-93-85777-06-6, Excel India Publishers,
30. Prakash H.S, Mustiary Begum (2016): **“Rural Consumers’- Factors of influence , Place of Influence and Decision Making Process: An exclusive model based study”**, Indian Journal of Marketing, Vol.46, Issue No.12, ISSN 0973-8703, NAAS Rating - 3.89, Indexed in Scopus, December.
31. Shareena P , Mustiary Begum (2016): **“Brand Preference of Rural Consumers towards Fast Moving Consumer Goods”**, International Journal of Marketing &Technology9IJMIT), Vol. 6, Issue,12, Impact Factor-5.292, ISSN: 2249-1058 , December.

32. Prakash H.S, Mustiary Begum (2017): **“An effect of selected Media’s Advertisements on Consumers in Rural Marker: A study with reference to Shivamogga District”**, Journal of Rural & Industrial Development, (UGC approved), Vol.5, Issue No.1, ISSN 2321-1873, April
33. Ermias Moges, Mustiary Begum(2018): **“ The Leverage of Access to Finance on The Performance of Firm: A Study Conducted In Ethiopia”** Research Journal of Finance and Accounting , Vol.9. No 7 ISSN 222-1697(paper).ISSN 2222-2847(online).
34. Mesfin Tesfaye, Mustiary Begum(2018): **“ The Export Spillover Effects of Multi-National Companies on Local Firms: A Study Conducted in Ethiopia”** An International Peer-reviewed Journal, ISSN 2422-8451, Vol.45, 2018.

#### **Papers Published in Conference proceedings:**

1. Mustiary Begum., **“Distance Learning – Marketing”** in, proceedings of First AIMS International Conference on Management , Indian Institute of Management, Bangalore, 2003, pp 28-30, December.
2. Mustiary Begum., **“Muslim Women Empowerment” in, proceedings of 4<sup>th</sup> ISTR Asia Pacific Regional Conference** , Bangalore, India, 2005, 16-18 November .
3. Kantaraj and Mustiary Begum ., **“A review of market trends in packaged/processed foods”** in, proceedings of International Conference on Global Business Strategy in Competitive Environment, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, West Tambaram, Chennai, 2007, 21-22 September.
4. Kantaraj and Mustiary Begum., **“Marketing & Services” titled “Changing Life Styles, Changing Consumption” A review of market trends in packaged /processed foods”** in, proceedings of Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, 2007, 21-22 September.
5. Kantaraj and Mustiary Begum ., **“ Electronic-Human network: The concept and its managerial implications in building rural information infrastructure”** in, proceedings of International Conference on “Globalization , Development, Public Policy and Management: Emerging Issues” organized by the Dept. of Management Studies , Kannur University, Kannur, Kerala, 2008, 9-10 March.
6. Naina and Mustiary Begum., **“Constructivism in Teaching and Learning” in, proceedings of International conference on ‘Globalization , Development, Public Policy and Management: Emerging Issues’** organized by the Dept. of Management Studies, Kannur University, 2008, 9-10 March.

7. Kouser N Fathima and Mustiary Begum ., “**Role of Women in promoting product with reference to TV Advertisements**”in, proceedings of International Conference of Roshini Nilaya, Mangalore, 2010, 28-30 October.
8. Maruthi J and Mustiary Begum., “**Role of Compensation in Organisation**” in, proceedings of International Conference organized by Karnataka State Open University, Manasagangotri ,Mysore, 2011, 8-9 April.
9. Kantaraj and Mustiary Begum., “**Supply Chain Management – Magnitude and Multitude of behavioural relationships across the members of the supply chain in Indian Food Processing Sector**” in, proceedings of International Seminar in collaboration with the Ministry of Co-operatives, Iran, and University of Mysore, Mysore , 2011, 14-15 January.
10. Shareena P and Mustiary Begum., “**Study of Banking Services and Customer Satisfaction in Public and Private Banks**” in, proceedings of 10<sup>th</sup> AIMS International Conference on Management, jointly organised by Indian Institute of Management , Bangalore and AIMS International – The Association of Indian Management Scholars at Bangalore, 2013, 6-9 January.
11. Prabhakara K V and Mustiary Begum ., “**Micro Credit by ODP, Mysore- A case study**”, 10<sup>th</sup> AIMS International Conference on Management, jointly organised by Indian Institute of Management , Bangalore and AIMS International – The Association of Indian Management Scholars at Bangalore , 2013, 6-9 January.
12. Shareena P and Mustiary Begum ., “**Perception of Rural Consumers’ towards FMCG: A study conducted in Dakshina Kannada District in Karnataka State**” in, proceedings of International Conference on Technology and Business Management, Dubai , 2013, 18-20 March.
13. Shareena P and Mustiary Begum ., “**Role of Advertising in Rural Consumer Buying Behaviour**”in , proceedings of 2<sup>nd</sup> International Conference on Emerging Markets and Issues in Management at the conference held at VIT Business School, VIT University, Vellore, India, 2013, 19-20 April.
14. Sunitha L P and Mustiary Begum (2014):“**Green Buildings- Strategy for a Sustainable Development**”, in the proceedings of CANCON, Canara First grade College, Mangalore, January 2014, ISBN: 978-81-927561-0-3
15. Sumathi and Mustiary Begum ., “**Consumer Buying Behaviour towards Organic Food –A study in Mangalore**” in, proceedings of International Conference on Agribusiness Management- Opportunities and Challenges organised by Sahyadri College of Engineering and Management , Department of Business Administration, Mangalore,2014, 9-11 October.

16. Prakash HS and Mustiary Begum., “ **Association and Correlation between the Independent Variables and Buying of Consumer Goods**”: Study with reference to Rural Market of Shivamogga District, Karnataka
17. Book of Abstract “**International Conference on Advances in Business Management – ICABM**” Symbiosis Institute of Business Management, Pune under Faculty of Management (FOM), Emerald Group Publishing (India) Private Limited. ISBN: 978-1-78635-424-2.

#### **Papers Presented in the International Conferences:**

1. Presented a paper titled “**Distance Learning – Marketing**” in the First AIMS International Conference on Management (AIMSiCOM) held at Indian Institute of Management, Bangalore, December 28-30, 2003.
2. Presented a paper titled “**Muslim Women Empowerment**” in the 4<sup>th</sup> ISTR Asia Pacific Regional Conference, Bangalore, India, 16-18 November 2005,.
3. Presented a paper titled “**A review of market trends in packaged/processed foods**” at the International Conference on Global Business Strategy in Competitive Environment at Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, West Tambaram, Chennai, 21<sup>st</sup> & 22<sup>nd</sup> September, 2007.
4. Presented a paper in the International Conference “**Marketing & Services**” titled “**Changing Life Styles, Changing Consumption**” **A review of market trends in packaged /processed foods**” organized by Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, 21-22 September 2007.
5. Presented a paper titled “ **Electronic-Human network: The concept and its managerial implications in building rural information infrastructure**” at the International Conference on “Globalisation , Development, Public Policy and Management: Emerging Issues” organized by the Dept. of Management Studies , Kannur University, Kannur, Kerala, 9<sup>th</sup> & 10<sup>th</sup> March 2008.
6. Presented a paper titled “**Constructivism in Teaching and Learning**”**in the international conference on** ‘Globalisation , Development, Public Policy and Management: Emerging Issues’ organized by the Dept. of Management Studies, Kannur University, 9-10 March 2008 .



7. Presented paper titled “**Role of Women in promoting product with reference to TV Advertisements**”, at Roshini Nilaya, at the International Conference Mangalore, 28-30<sup>th</sup> October.2010.
8. Presented paper titled “**Role of Compensation in Organisation**”, in the International Conference organized by Karnataka State Open University, Manasagangotri ,Mysore 8-9<sup>th</sup> April 2011.
9. Presented paper titled “ **Supply Chain Management – Magnitude and Multitude of behavioural relationships across the members of the supply chain in Indian Food Processing Sector**” in two days International Seminar in collaboration with the Ministry of Co-operatives, Iran, and University of Mysore, held at Mysore on 14<sup>th</sup> & 15<sup>th</sup> January,2011 .
10. Presented paper in the 3 days 10<sup>th</sup> AIMS International Conference on Management, jointly organised by Indian Institute of Management , Bangalore and AIMS International – The Association of Indian Management Scholars at Bangalore, on the topic “**Study of Banking Services and Customer Satisfaction in Public and Private Banks**”, January 6-9<sup>th</sup>, 2013 .
11. Presented paper in the 3 days 10<sup>th</sup> AIMS International Conference on Management, jointly organised by Indian Institute of Management , Bangalore and AIMS International – The Association of Indian Management Scholars at Bangalore, on the topic “**Micro Credit by ODP, Mysore- A case study**” , , January 6-9<sup>th</sup>, 2013 .
12. Presented paper titled “**Perception of Rural Consumers’ towards FMCG: A study conducted in Dakshina Kannada District in Karnataka State**”, in the International Conference on Technology and Business Management, Dubai , March 18-20, 2013.
13. Presented paper titled “ **Role of Advertising in Rural Consumer Buying Behaviour**” **in the** 2<sup>nd</sup> International Conference on Emerging Markets and Issues in Management at the conference held at VIT Business School, VIT University, Vellore, India, 19& 20 April 2013.
14. Presented paper titled **Consumer Buying Behaviour towards Organic Food –A study in Mangalore** , at the International Conference on Agribusiness Management- Opportunities and Challenges organized by Sahyadri College of Engineering and Management , Department of Business Administration, Mangalore, October 9-11, 2014.
35. Published paper (jointly), **K V Prabhakara , Mustiary Begum<sup>1</sup> : SHG Microfinance and the Non-Food Consumption Share Approach(NFS)**, in Global Journal For Research Analysis, Vo.3,Issue,3, ISSN NO. 2277-8160, Impact factor – 1.5408, March 2014
36. Published paper (jointly) Vishala, Mustiary Begum **A Comparative Analysis of Occupational Stress Among the employees in Public and Private Sector Banks in**

**Dakshina Kannada District**, In International Journal of Conceptions on Management and social Sciences, Vo.2, Issue3, ISSN: 2357-2787, May 2014

37. Published paper (jointly) **Sunitha Lizzie Pereira, Mustiary Begum : The Market for Green Buildings in Emerging India: A Literature Review and Research Agenda, IJRCM Vol. No, 4 Issue No. 10 (October) ISSN : 2231-5756, 2014**
38. Published paper (jointly) Sunitha Lizzie Pereira, Dr Mustiary Begum : **Market for Residential Green Buildings – An Empirical Study, International Journal of Management , IT and Engineering, Vol: 5, Issues 7, July 2015**
39. Published paper (jointly) Prakash H.S, Mustiary Begum: **“Quality of Service Rendered by selected Consumer Durables in Rural Market: An empirical study with reference to Mangalore District, Karnataka”** on Inter- Disciplinary Issues for Empowering Trade, Industry and Society organised by Institute of Management, Nirma University, Ahmedabad, Gujarat, India, Ed. book. ISBN : 978-93-85777-06-6, Excel India Publishers, 2016
40. Published paper (jointly) Prakash H.S, Mustiary Begum: **“Rural Consumers’- Factors of influence , Place of Influence and Decision Making Process: An exclusive model based study”**, Indian Journal of Marketing, Vol.46, Issue No.12, ISSN 0973-8703 NAAS rating = 3.89, Indexed in Scopus, December, 2016
41. Published paper (jointly) Dr. Nayana L M,, Mustiary Begum( 2017): **“ Teacher Motivation and Classroom Teaching- A study with reference to Teachers of Selected Primary Schools in Mangalore, SJOM Journal of Management, (Sahyadri), ISSN No.2456-9151 Vol.1 Issue 1 Sept. 2017,**

#### **Paper Published in the International Journals:**

1. Published paper (jointly) Prakash H.S , Mustiary Begum : **“Brand Awareness and Preferences towards Fast Moving Consumer Durables”- An empirical study with specific relevance to Rural consumers of Mangalore District** at the 12<sup>th</sup> International Conference on Management (AIMS-12)Conference Proceedings, –The Association of Indian Management Scholars, ISBN : 978-81-924713-8-9, January 2-5 2015
2. Published paper (jointly) Shareena P , Mustiary Begum : **“Mobile Buying Behaviour: A comparative Study of Rural and Urban Consumers”** in a Quarterly International Journal of Social Science Research, ISSN : 2230-9187, Vol.5, NO.1 January 1 2015.
3. Published paper (jointly) Prakash H.S , Mustiary Begum : **“Road To In Road Rural Hinterland-Evaluation of Made for Rural Market Strategies” A half yearly Research**

**Publication: Kegees Journal of Social Science, Vol.7, No.1, ISSN 0975-3621, January 1, 2015**

4. Published paper (jointly) Shareena P , Mustiary Begum : **“Brand Preference of Rural Consumers towards Fast Moving Consumer Goods”**, International Journal of Marketing & Technology(IJMIT), Vol. 6, Issue,12, Impact Factor-5.292, ISSN: 2249-1058 , December 2016.
5. Published paper (jointly) Mesfin Tesfaye, Dr. Mustiary Begum **“Multinational Companies Presence and Technology Spill over: Firm Level Survey in a Case of Ethiopian Manufacturing Industry”** Journal of Poverty, Investment and Development ISSN 2422-846X, International Peer-reviewed Journal, Vol.30, 2016.
6. Published paper (jointly) Mesfin Tesfaye, Dr. Mustiary Begum **“The Spillover Effect of MNCs on Local Firms: Reviewing the empirical Evidence”** International research Journal of Engineering and technology(IRJET), ISSN-2395-0056, Vol. 03Issue: 05 , May 2016
7. Published paper (jointly), Ermias Moges, Dr. Mustiary Begum **“Paramouncy of Economic Environment to the Performance of Manufacturing Sector: A Case of Ethiopia”** Journal of Poverty, Investment and Development, ISSN 2422-846X, International Peer-reviewed Journal Vol.30, 2016
8. Published paper (jointly), Ermias Moges, Dr. Mustiary Begum **“The desirability of doing Business and Flow of Foreign Direct Investment nexus: The case of Ethiopia** International research Journal of Engineering and technology(IRJET), ISSN-2395-0056, Vol. 03Issue: 05 , May 2016
9. Prakash H.S , Mustiary Begum( 2016) :An Effect of Selected Media’s Advertisements on Consumers in Rural Market: A study with reference to Shivamogga District” in the Fifth Nitte *International Conference on Social Entrepreneurship as a Means to achieve Win-Win Situations: Global Experiences, Achievement and Perspectives*, at Justice K.S Hedge Institute of Management, NMAMIT, Nitte, Karnataka, 29<sup>th</sup> and 30<sup>th</sup> Dec.

#### **7. Article published in an edited book:**

1. Prakash H.S, Mustiary Begum: **“Quality of Service Rendered by selected Consumer Durables in Rural Market: An empirical study with reference to Mangalore District, Karnataka”** on Inter- Disciplinary Issues for Empowering Trade, Industry and Society organised by Institute of Management, Nirma University, Ahmedabad, Gujarat, India, Ed. book. ISBN : 978-93-85777-06-6, Excel India Publishers,, Nov. 2016

### **Papers presented in National Conferences:**

1. Presented paper(jointly) “ **Education Management**” at the National seminar on Emerging Paradigms in Management organized at the Institute of Management Studies (IMS), Post Graduate Centre, Kuvempu University, Davangere, 17<sup>th</sup> November, 2007.
2. Presented a paper(jointly) “ **International Remittances: A source of Development Finance**” at the 3<sup>rd</sup> National Conference on Managing Change for Organisational Excellence, organized by Gian Jyoti Institute of Management & Technology, Mohai, Chandigarh, 1<sup>st</sup> December,2007,.
3. Presented (jointly) a paper in the National Seminar “Emerging Paradigms in Management ” titled “**Rural Marketing - An Opportunity to be explored** ” organized by the Institute of Management studies , Davangere , 17<sup>th</sup> November 2007.
4. Presented (jointly) a paper in the National Seminar “Emerging Paradigms in Management ” titled “**Growing with Information Technology- Issues and Challenges** ” organized by the Institute of Management studies , Davangere , 17<sup>th</sup> November 2007.
5. Presented (jointly) a paper in the National Seminar “Emerging Paradigms in Management” titled “**Constructivism in Teaching and Learning**” organized by the Institute of Management studies , Kuvempu University Davangere , 17<sup>th</sup> November 2007.
6. Presented (jointly) paper in the 3<sup>rd</sup> National Conference on “Managing Change for Organisational Excellence “, titled” **International Remittances : A source of Development Finance**” held at **GJIMT**, Mohali on 1<sup>st</sup> December 2007.
7. “**International Remittances : A source of Development Finance**” GJ- IMT – Life, Work& Leadership, publisher Gian Jyoti Institute of Management & Technology, Chandigarh, India, Dec.2007
8. Presented (jointly) paper titled “**Role of Commercial Banks in International Remittances**” in the National Conference on Service Sector(NCOSS) organized by the Dept. of Management Studies, Kalasalingan University, Krishnankoil, 7<sup>th</sup> & 8<sup>th</sup> March 2008
9. Presented (jointly) a paper entitled “ **Demand Management in FMCG Sector: A review**” in the National Conference on Supply Chain Management & Competitiveness (SCMCC’08) organized at the Institute of Management Education , Ghaziabad, U.P , 18<sup>th</sup> & 19<sup>th</sup> October 2008.
10. Presented (jointly) paper entitled “**Accreditation to Drive Quality in Health Care**” in the National Seminar on “India@ 75-Sectoral Management, organized by the Institute of

Management Studies(IMS) ,Post-Graduate Centre, Shivagangotri Kuvempu University, 5<sup>th</sup> December 2008.

11. Presented a paper on “**Retail Marketing Practices in Rural Areas**” at the One Day national Seminar on “India @ 75 Sectoral Management” organized by the Institute of Management of Studies (IMS) ,Post-Graduate Centre , Shivagangotri, Kuvempu University, Davangere, 5<sup>th</sup> December 2008.
12. Participated and presented a paper (jointly)in the two day National Conference “**The Impact of Recent Economic Crisis on the International Remittances**” in “Economic Revival: Business Perspectives and Opportunities” held at St. Joseph Engineering College, Vamanjoor, Mangalore, on 29<sup>th</sup> & 30<sup>th</sup> April.2010

---

13. Presented (jointly) paper “**Challenges in developing branding strategies for Indian Tourism**” in the National Conference On Indian Aviation And Tourism: Opportunities, Challenges And New Directions, Organised By the Department of Business Administration, MBA (Tourism Administration), Mangalore University, Mangalore Airport Diamond Jubilee Committee, Airport Authority Of India at Mangalore Old Airport, Bajpe, Mangalore, Karnataka, August 21-22, 2011. Presented (jointly) paper “**Social Security: A Conceptual Study**”, in the 8<sup>th</sup> National HR Conference on Re-inventing HR in Coming Decade, Institute for Technology and Management (ITM), Navi Mumbai. December 17<sup>th</sup> 2011.

---

14. Participated in the National Conference on **Role of Higher Education in Entrepreneurship Development in India** organised by the Department of MBA, MBA(IB) , University College, 19<sup>th</sup> -20<sup>th</sup> January 2011.
15. Presented paper (jointly) on “**Supply Chain Integration and its in adequacies in food processing sector in Karnataka State**”, organized by Sahyadri College of Engineering and Management, Mangalore, 18-19<sup>th</sup> February 2011.
16. Presented paper (jointly) on “**Labour Welfare and Social Security in India: A review**”, organized by Sahyadri College of Engineering and Management, Mangalore, 18-19<sup>th</sup> February 2011
17. Presented paper on the topic: **Benefits of Industry and Institution Collaboration** at the National Conference on ‘Developing Global Mindset-Preparing the youth to face the challenges of the world, at SDM College, Mangalore 6<sup>th</sup> February 2012.
18. Presented paper titled “**Consumer Perception towards Maggi Instant Noodles after its relaunch**” in the National Conference on “Emerging Issues in Management & Tourism” organized by the Department of Business Administration & MBA (Tourism Administration), in association with the ‘Association of British Scholars’, Mangalore Chapter, held on 2<sup>nd</sup> and 3<sup>rd</sup> January, 2016.
19. Presented paper titled, “**Role of Green Certification in Marketing of green buildings**” in the two day national conference on business education and employability: Challenges and

New Directions, organized by the department of post graduate studies and research in commerce, Mangalore university campus, Mangalagangothri, Karnataka, , in association with Kanara chamber of commerce and industry, Mangalore (KCCI). on 29<sup>th</sup> and 30<sup>th</sup> April,2016

---

### **Books Authored:**

1. T. Manjunatha, T Mallikarjunappa and Mustiary Begum (2012)“**An evaluation of capital asset pricing model in the Indian context: Capital Asset Pricing Model**”.
2. Dr. Mustiary Begum - HR: “Legal Frame work and Management of Industrial Relations” for Directorate of Distance Education, Kuvempu University, First edt. February ,2010.
3. Maruthi ,Mustiary Begum and Pakeerappa (2012) ‘**Social Security: A conceptual Study**’ in edt. Book Re-inventing HR in Coming Decades by the Institute For Technology and Management, ,Mumbai, India.

### **Technical Sessions Chaired:**

1. Rapporteur for the technical session NGO’s and Social empowerment in the Three day workshop on NGO’s and Empowerment of Women organized by the Dept. of Sociology Mangalore University, 29-31, March 2001.
2. Resource Person for a Symposium on Redefining Management Education in the Light of Changing Environment, organized by SDM College of Business Management, Mangalore held on 14<sup>th</sup> December 2002.
3. Chaired a technical session in the two day National Conference on Management of Emerging Sectors: New Paradigms and Perspectives , organized by Bapuji Institute of Engineering and Technology, Davangere, 15<sup>th</sup> and 16<sup>th</sup> April 2005.
4. Resource Person for the National Conference on “Business Education in India – Opportunities and Challenges , organized by the department of Commerce and Management, Sahyadri Arts and Commerce College, Shimoga and Kuvempu University, 25<sup>th</sup> February 2015.
5. Chaired technical session in the two day national conference on Business education and employability: Challenges and New Directions, organized by the department of post graduate studies and research in commerce, Mangalore university campus, Mangalagangothri, Karnataka, in association with Kanara chamber of commerce and industry, Mangalore (KCCI),. on 29<sup>th</sup> and 30<sup>th</sup> April, 2016

6. Chaired technical session in the three day International conference on Green Banking: Perceptions & Challenges, organized by the department of commerce ,University College, Hampankatta, Mangalore On 1<sup>st</sup>,2<sup>nd</sup> and 3<sup>rd</sup> February 2017.

**Seminar/ Workshops – Paper presentation and participation - National and International:**

1. Participated in a Three-day workshop on “Research Methodology” organised by the Department of Political Science, Mangalore University, Mangalagangothri in September 1998.
2. Participated in a Three-day workshop on “Consultancy” organised by the Department of Business Administration, Mangalore University, Mangalagangothri, in December 1998.
3. Participated in Three –day National Seminar on Rural Banking organized by the department of Economics under the auspices of the Mangalore University, Corporation Bank Chair in Bank Management, December 1999.
4. Participated in the Two-day workshop on the Application of Science and Technology for sustained Development organised by the department of Physics, Mangalore University, sponsored by UNESCO , December 1999.
5. Participated and presented a paper titled “**Services Marketing – Issues and Challenges**” in the National Seminar on Contemporary Issues in Management, organized by the department of Business Administration, Mangalore University, Mangalagangothri, 12-13 October 2000.
6. Participated in the National seminar on Copyright Law and Matters sponsored by the Ministry of Human Resource Development organised by the Dept. of Economics, Mangalore University, Feb. 8 –10 ,2001.
7. Participated in the three-day workshop on Empowerment of Women, , organised by the department of Sociology , Mangalore University, -31, March 2001.
8. Participated in the workshop on Research Methodology in Social Sciences, organised by the Department of Business Administration, Mangalore University, April 12-18, 2001.
10. Participated in the National Seminar on Privatisation of Banks, organised by the Dept. of Economics ,sponsored by Corporation Bank Chair in Bank Management 18-20th Oct. 2001.

11. Attended a Three Day Workshop on “P.G. SIM (Self Instructional Materials) Development” as a participant/Resource Person held at Karnataka State Open University, Manasagangothri, Mysore – 570 006(KSOU) from March 23-25, 2002.
12. Participated in the National Seminar on Environmental Pollution and Management at Mangalore organized by National Pollution Control & Environment Conservation Committee, held on 5<sup>th</sup> June 2002.
13. Participated in the National Seminar on “Management of Not-for-Profit Organisations: Issues and Concerns” held at NITTE organized by Justice K.S. Hedge Institute of Management, NITTE. on 23rd April 2003.
14. Attended One day workshop on “Copy Right Law” conducted by S.D.M Law College Mangalore, sponsored by the Ministry of Human Resource Development, Government of India, New Delhi, 18 October,2003.
15. Participated and presented a paper on “ **Rural Marketing - A Ray of Hope**” in the Fifth state Level Conference on “Corporate Challenges to Commerce and Management education” organized by the Federation of Teachers’ Councils of Commerce and Management in Karnataka, October 16-17. 2003.
16. Participated and presented a paper “ **Rural Marketing** ” in National Seminar on Consumer Protection in India organized by Vidyavardhaka First grade College, Mysore ,December 2003.
17. Presented a paper “**Distance Learning – Marketing**” in the First AIMS International Conference on Management (AIMSiCOM) held at Indian Institute of Management, Bangalore December, 28-30, 2003
18. Attended a seminar on Globalisation at Xavier Institute of Management and Entrepreneurship (XIME) , Bangalore on 16-17 December 2003
19. Participated in the National Seminar on Third Sector Governance at NIITE organized by Justice K.S. Hedge Institute of Management, NIITE and Project on Third Sector Governance, University of Mysore. held on 2<sup>nd</sup> February 2004.
20. Participated in the Seminar on the topic “ Empowering Investors through Education” organized by the Securities and Exchange Board of India and Mangalore Stock Exchange at Mangalore, on 14<sup>th</sup> February 2004 .
21. Attended the National Seminar on W.T.O and the Banking Sector in India organized by the Corporation Chair in Bank Management and Mangalore University at Mangalagangothri. on 16-17th February,2004
22. Attended One day orientation programme on e.journal infonet / inflibnet organized by the University Library, Mangalore University, Mangalagangothri, on 5<sup>th</sup> April 2004.



23. Attended One-day workshop on Patent Law held at SDM Law college, Mangalore , organized by SDM Law college, Mangalore and sponsored by UGC, New Delhi, 14<sup>th</sup> March 2005
24. Participated in a 2 –day the National Seminar organized by the department of Mass Communication and Journalism, Mangalore University on Mass Media and Intellectual Property Rights sponsored by Union Ministry of Human Resource Development, New Delhi. 28<sup>th</sup> – 29<sup>th</sup> March 2005
25. Participated in the Colloquium” Women’s Studies in Karnataka : Challenges and Prospects” organized by the Women’s Studies Centre, Mangalore University, Mangalagangothri . 30<sup>th</sup> & 31<sup>st</sup> March 2005
26. Participated and presented a paper on “ **Relationship Marketing** ” in the two day National Conference on Management of Emerging Sectors: New Paradigms and Perspectives , organized by Bapuji Institute of Engineering and Technology, Davangere, 15<sup>th</sup> and 16<sup>th</sup> April 2005.
27. Participated and presented a paper “**Muslim Women Empowerment** ” in the 4<sup>th</sup> ISTR Asia Pacific Regional Conference, Bangalore, India. 16-18 November 2005,
28. Participated and presented a paper “**Empowering the Rural Consumer – Consumer Protection in India – A rural Marketing perspective**” in the State Level Seminar organized by Acharya Tulsi National College of Commerce, Shimoga, sponsored by the Indian Institute of Public Administration, New Delhi, 6-7<sup>th</sup> January 2006.

#### **Extension Activities:**

1. *Youth Festival* January 2002 - Member of the Cultural Committee
3. Member of BOE, BOS, LIC, Women Studies Centre,
4. Chairman- BOE-MBA, BOE- MBA (TTM), BOE (PGDTHM), LIC
5. Member of Silver Jubilee Soveniour Committee.
5. Chairman Cultural Programme Committee and Member of the Organising Committee of the Two-day National Seminar on Human Resource Development: New Paradigms & Directions (March 17-18, 2006).
6. Member of the Faculty of Commerce. Member of the Credit Based Semester Scheme Committee, Member Reception Committee to pro-chancellor ( 2004, 2005)
8. Member of the Parent Teachers Association (PTA- 2013-2015)

\*\*\*\*\*