

Detailed CV



Name : Dr. Puttanna K
Educational Qualification: M.com, Ph.D
Designation : Associate Professor

Address for Correspondence: Department of Business Administration
Mangalore University, Mangalagangothri – 574 199
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Research Areas: Human resource Development, Strategic Management and Third Sector

Professional Teaching Experience: 17 years

Research Guidance (M.Phil. /Ph.D.):

Completed students' list (with hyperlinks to their CV if available)

1. Mrs. Dusaidi G. Odette

Ongoing Registered Students' list

1. Mr. Nasir Safei
2. Mr. Subramanya Kumar NS
3. Mr. Manjunath
4. Mrs. Prathibha R
5. Mrs. Sukhavani Shetty
6. Mr. Jayaprashath
7. Ms. AfsanaMehtar

Research Journal Publications (list)

Papers Published

1. "Eco-tourism and sustainability: An Analysis of Strategies, Practices, and Problems", **Atna: Journal of Tourism Studies**, Christ University, Bangalore, PP 75-85
2. "Strategic Human Resource Development – A Conceptual Analysis". **Journal of Business Analysis**. Vol. I, April 2011, PP.239-245.
3. "An Application of Capital Asset Pricing Model (CAPM)". **Journal of Management Research**, Vol. IV, No.1, April-2012 PP. 90-95.
3. "Performance Analysis of IT Sector in India". **International Journal of Economic and Business Review**. (Online) Vol. 2, Issue 3, March 2014, PP.67-70. ISSN 2347-9671
4. "An Evaluation of Financial Performance of Selected Private Companies in India". **International Journal of Business, Management and Social Sciences**, Vol. III, Issue 7(1), March 2014, PP. 162-165. ISSN: 2249-7463
5. "Impact of Mergers and Acquisition on Financial Performance of Selected Companies in India". **International Journal of Developments in Trade, Commerce and Business**, Vol. I, Issue 3, March 2014, PP. 29-32. ISSN: 2348-1633
6. "EBIT-EPS Analysis as a Tool to understand the performance of Indian Infrastructure Sector". **Indian Journal of Applied Research**, Vol. 4, Issue 3, March 2014, PP. 17-18. ISSN: 2249-555X
7. "EBIT-EPS Analysis of Chemical and Petrochemical Sector". **International Journal of Multidisciplinary Research**, Vol. II, Issue 12 (III), March 2014, PP. 90-93. ISSN: 2277-9302
8. "Financial Performance of FMCG Companies in India: EBIT-EPS Analysis". **International Journal of Developments in Trade, Commerce and Business**, Vol. I, Issue 3, March 2014, PP. 33-36. ISSN: 2348-1633
9. "Credit Default Swaps: Effect on Indian Market" **International Journal of Trade and Global Business Perspectives**. Vol 5, No.1. PP.2237-2242 ISSN: 2319-9059
10. "A Study on Investors' Psychology and Behaviour on Stock performance" **International Journal of Entrepreneurship and Business Environment Perspectives**. Vol 5, No.1. PP.2194-2198 ISSN: 2279-0918
11. "Stock Market Performance- An analysis from the investors' perspectives" **International Journal of Asian Economic Light** Vol 5, No.1. PP.130-135 ISSN: 2277-7741
12. "Comparison of Manufacturing and Financial Sector- Regression Analysis" **International Journal of Asian Economic Light** Vol 5, No.1. PP.130-135 ISSN: 2277-7741
13. "Technical Vocational Education and Training (TVET) on the Labour Market of Rwandan Youth" **International Journal of Economic and Business Review** Vol. 5, Issue 9. Sept. 2017 PP.145-147., ISSN 2349-0187

14. "The Evolution of General Education system in Rwanda – An Analysis" **International Journal of Economic and Business Review** Vol. 5, Issue 9. Sept. 2017 PP.177-180. **ISSN: 2349-0187**
15. "Payment Transition in India- Consumer Preferences and policy Shifts", **Banks and Bank Systems**, Vol. 13, Issue 4, Oct, 2018, PP. 17- 30. **ISSN: 1991-7074** Scopus indexed journal
16. "Cashless economy through demonetization in India- A study" **International Journal of Scientific Research and Review** Vol. 8, Issue 1. Jan, 2019 PP.777-784. **ISSN: 2279-543X**
17. "Stock Market Reactions to the Announcement of Bonus Shares" **Intercontinental Journal of Marketing Research Review** Vol. 7, Issue 2. Feb, 2019 PP.24-31. **ISSN: 2347-1670**
18. "Cost and Schedule Performance Analysis of World Bank International Development Projects in Afghanistan" **International Journal for Research in Engineering Application and Management**. Vol. 04, Issue 11. Feb. 2019 PP.462-467 **ISSN: 2454-9150**
19. "Causes of International Development Projects Failure in Afghanistan" **Think India Journal**. Vol. 22, No 25 (2019)Dec.2019 PP.33-51**ISSN: 0971-1260** UGC- CARE List
20. "Comparative Study of Production and Service Sector in India" **Think India Journal**. Vol. 22, No 25 (2019)Dec.2019 PP.135-149**ISSN: 0971-1260** UGC- CARE List
21. "Digital Payments -A Practical Analysis" **Think India Journal**. Vol. 22, No 25 (2019)Dec.2019 PP.205-225 **ISSN: 0971-1260** UGC- CARE List
- "Impact on Share Price and Volume Before and After Dividend Declaration" **Think India Journal**. Vol. 22, No 22 (2019)Dec.2019 PP.308-321 **ISSN: 0971-1260** UGC- CARE List
23. 'Impact of Demonetization on Indian Banking Sector' **Our Heritage**.Vol-68-Issue-30 - February-2020 PP.2467- 2476 **ISSN: 0474- 9030** UGC- CARE Listed, Peer Reviewed Refereed journal

Conference Proceedings

1. "Social Entrepreneurship and Third Sector Initiatives: A case study of DK district" PP.108-112. **Conference Proceedings** published by Sahyadri College of Management, Mangalore.
2. "Women Empowerment: Challenges and opportunities for co-operative institutions". PP. 244-249. **Conference Proceedings** published by Sahyadri College of Management, Mangalore.
3. "Determinants and pattern of savings behavior in rural households of Coastal Karnataka- an Empirical Investigation".PP.108-112. **ISBN 978-81-920808-6-4**. National Level Seminar on Problems and Prospects of Rural banking and Its Impact on Empowerment of Rural Households'. Organized and Published by Dr. NGP Arts and Science College, Coimbatore.
4. "IFRS- Indian Corporate Experience". PP. 162-167. **ISBN 938065789-7**'IFRS – A global accounting Language for Local Implications in India'. *Editors: Dr. S Raja and Others, Published by Shanlax Publications, Madurai*.February, 2015.
5. Digital Payment- "Adoption and Usage of Mobile Payment Apps by Youth"PP.1-8, 'International conference on Business, Management and Social Innovation'. Organized and Published by Osmania University, Hyderabad. **ISBN 978-81-941721-8-5**.

6. "Assimilation of Indian Stock Market with Foreign Portfolio Investments- An analysis" PP.7-20 'International conference on substantial Development in the field of Engineering and management'. Organized and Published by Maratta Chamber of Commerce, Pune. **ISBN 978-81-943584-8-0**.

Articles/Chapters published in Books

1. 'A Study on Stock Price Performance of Selected BSE 500 Companies' Edited book '**Management Research in a Changing Climate**' ISBN:978-93-83241-56-9 *Editors: Subramanian and others, Published by* Archers & Elevators Publishing House, Bangalore October, 2014

2. 'Glass ceiling in Health sector' Edited book '**Business Trends – Issues and Implications**' ISBN:978-93-89940-06-9 *Editors: Dr. Vedava P and others, Published by* Excel India Publishers, new Delhi, March, 2020.

Papers/ poster presentations in Conferences / Seminars / Symposia (list)

Sl. No.	Title of the Paper presented	Title of Conference / Seminar	Organiser	International / National / State / Regional / College / University level
1	'Dalit Empowerment'	Three day ISTR Asia Pacific Regional Conference	Bangalore University on 16 th to 18 th November, 2005	International
2	Human Resource Development and Marginalized Indians: Need for Paradigm Shift'.	Two day National Seminar on 'Human Resource Development and Marginalized Indians: Need for Paradigm Shift'	Mangalore University on 17 th and 18 th March, 2006	National
3	'New role of HR Professionals in Performance Management'	Two day National Seminar on 'Contemporary Issues in Management'	Mangalore University on 21 st and 22 nd February, 2007	National
4	Role of NGOs in Human Resource Development'.	Two day National Seminar on HRM	Mangalore University on 27 th and 28 th March, 2007	National
5	'Women Empowerment through Co-operatives - A study of fisherwomen co-operatives in DK district'.	International Seminar on 'Co-operatives in Balanced Development'.	University of Mysore	International
6	'Human Resource Development – A grass root approach'.	International Conference on 'Knowledge in Millennium'.	Ministry of Science, Research & Technology, Iran	International
7	'An Application of Capital Asset Pricing Model'.	National Conference on 'India Inc: The Decade Ahead'.	Institute of Management Studies and Research, Mumbai	National
8	'Strategic Human Resource Development – A conceptual analysis'.	National Conference on 'Contemporary Business Scenario: Opportunities & Challenges'.	Technocrats Institute of Technology, Bhopal	National
9	'SWOT Analysis of Medical Tourism	National Conference on 'Indian Aviation and	Airport Authority of India, Mangalore	National

	Destination India’.	Tourism’.		
10	‘Women Empowerment: Challenges and Opportunities for Co-operative Institutions’.	National Conference on ‘Third Sector responses to Contemporary Challenges’.	Sahyadri College of Management, Mangalore.	National
11	‘Social Entrepreneurship and Third Sector Initiatives: A case study of DK district’.	National Conference on ‘Third Sector Responses to Contemporary Challenges’.	Sahyadri College of Management, Mangalore.	National
12	Trends in currency less banking in India: An analysis from green banking perspectives	International conference on Green Banking Perceptions and Challenges	Mangalore University College Feb 2017	International
13	A study on e-governance initiatives in Karnataka	International Conference on E-governance and Digitization	Bharathi Vidyapeeth Institute of Management Studies and Research, Mumbai – Jan 2018	International
14	Financing through donor assistance in Afganistan: An evaluation of international donors’ commitments	National Conference on Corporate Social Responsibility : Challenges and New Initiatives	Dept. of Commerce, Mangalore University Sept 2018	National
15	Corporate Social Responsibility as a Strategy to uphold gender equality	National Seminar on Consolidating Social Enterprises through CSR initiatives	AJ Institute of Management, Mangalore December 2018	National
16	Cashless Economy through Demonetization in India	National Conference on U-commerce and Indian economy	Salem Sowdeswari College, Tamil Nadu Jan 2019	National
17	Stock market reaction to the announcement of bonus shares	National Seminar on Indian business environment: Past reforms and challenges ahead	Nanda Arts and Science college, Erode TN Feb 2019	National
18	Leadership 4.0: A move towards leadership for new generation	International Conference on contemporary innovations in industry and commerce	Dept. of Commerce, Mangalore University Feb 2019	International
19	Green marketing – A bridge between consumerism and conversation	International Conference on contemporary innovations in industry and commerce	Dept. of Commerce, Mangalore University Feb 2019	International
20	Leadership 4.0 a new approach to leadership in the age of digitalization	National Conference on Management NXT	SDM college, Mangalore March 2019	National
21	Shattering glass ceiling in healthcare Sector	International Conference on Emerging trends in management, information technology and Education	Srinivas University, Mangalore August 2019	International
22	Reverse Mentoring a tool for cross generational relationship	National Conference “Anuvarthi” (Business needs governance)	SDM college, Mangalore Nov 2019	National
23	Cracking the glass ceiling in Indian hotel industry	International Seminar on Tourism and Sustainable Development	Dept. of MBA: Tourism and Travel Management, Mangalore University December 2019	International

24	CRZ and Coastal Tourism Development with reference to man galore	International Seminar on Tourism and Sustainable Development	Dept. of MBA: Tourism and Travel Management, Mangalore University December 2019	International
25	Impact of demonetization on Indian banking sector	National Seminar on Inclusive banking is elusive	Nanda Arts and Science college, Erode TN Feb 2019	National

Invited / plenary talks delivered

Visiting Faculty : Indian Institute of Workers Education, Mumbai invited in the year 2004 and 2005 to train the officers of the Central Board for Workers Education.

Conferences / Seminars / Workshops / Symposia organized

1. Organised a Work shop on Personality Development for MBA and MTA Students, conducted by Kriya Training Institute of Personality Development, Bangalore from 16th -17th September, 2006.
2. Organized one day State Level Seminar on ‘Management Education’ on 27th October, 2006 in the Dept. of Business Administration.
3. Organized a State Level Paper Presentation Contest - ‘Calibre-06’ for the students of B-Schools on 27th October, 2006 in the Dept. of Business Administration.
4. Organized ‘Two day National Seminar’ on ‘Contemporary Issues in Management’ on 21st and 22nd February, 2007 in the Dept. of Business Administration.
5. Organized a National Level B-Schools Meet –‘Crossroads-07’ for the students of B- Schools on 21st and 22nd February, 2007 in the Dept. of Business Administration
6. Organized a Work shop on ‘Personal Effectiveness and Self Development’ for MBA and MTA Students, conducted by TV Rao Learning Centre, Bangalore on 3rd and 4th October, 2007.
7. Organized a State Level Paper Presentation Contest - ‘Calibre-08’ on 22nd February, 2008 and a State Level B-Schools Meet – ‘Crossroads-08’ for the students of B- Schools on 23rd and 24th February, 2008 in the Dept. of Business Administration.

Membership of Professional Bodies

Life member All India Technical Education Society, New Delhi

Any other Information

FDP/Workshops Attended

1. One week Workshop on Research Methodology at V.V.Giri National Labour Institute, Noida, UP during November 18-22, 2002
2. One week Short Term Training Programme on E-commerce Technology and Strategies at Janson School of Business, Coimbatore, Tamil Nadu from 09th to 14th June, 2003.
3. Faculty Development Programme at T.A.Pai Management Institute, Manipal from 22nd to 26th September, 2003.
4. Staff Development Programme at Kongu Engineering College, Perundurai, Tamil Nadu from 13th to 25th June 2005.

5. Orientation Programme at Academic Staff College, Mysore from 17-08-2005 to 13-09-2005.
6. Refresher Course at Academic Staff College, Bharathiar University, Coimbatore, Tamil Nadu from 20-11-2007 to 10-12-2007.
7. UGC Sponsored Refresher Course in Commerce Academic Staff College, University of Pune 26-11-2012 to 16-12-2012.
8. Workshop on "Data analysis using Advanced MS-Excel" Dept of Business Administration, Mangalore University 21-12-2012 to 31-12-2012
9. National Level Workshop on SPSS and MS- Excel from 26-12-2015 to 01-01-2016 at Dept. of Business Administration, Mangalore University. In association with Association of British Scholars, Mangalore Chapter.