

## **CURRICULUM VITAE**

Full Name :Dr. PRASANNA KUMAR M.G.

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Department of Commerce  
Besant Evening College  
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### **Academic Qualifications:**

| <b>Degree</b>             | <b>Name of the University / Board</b>     | <b>Year of Passing</b> | <b>Subject(s)</b>                         |
|---------------------------|---|------------------------|---|
| Ph.D<br>(With Coursework) | Mangalore University                      | 2016                   | Marketing<br>Management                   |
| M.A(Economics )           | Indira Gandhi National<br>Open University | On- Going              | -   |
| M.B.A.                    | Karnataka State Open<br>University        | 2013                   | Marketing<br>Specialisation               |
| PGDHE                     | Karnataka State Open<br>University        | 2012                   | Higher Education                          |
| M.Com                     | Mangalore University                      | 2010                   | Financial<br>Management<br>Specialisation |
| B.Com                     | Mangalore University                      | 2008                   | General                                   |

### **Expertise:**

Experience: :8 years

Subjects handled : Advanced Financial Management, Strategic  
Cost Management, Advanced E-Commerce,  
Business Marketing , Advanced Financial  
Accounting

**Awards and Fellowships:**

1. University Grants Commission, India - **Junior Research Fellowship-2010.**
2. Kannada Science Congress, Bangalore- **Young Scientist Award-2012.**
3. Kannada Science Congress, Bangalore- **Young Scientist Award-2013**
4. Kannada Science Congress, Bangalore- **Young Scientist Award-2016.**

**Languages Known:** Kannada, English, Hindi, and Tulu.

**Computer Knowledge:** MS-Basics, HTML & Web Designing

**Additional Academic Achievements:**

- ❖ Cleared National Eligibility Test (NET) and Junior Research Fellowship (JRF) conducted by University Grants Commission (UGC) in June 2010.
- ❖ Achieved II Place in Dakshina Kannada District level Essay Competition in 2005.
- ❖ Received 2 times award for poem writing in Cultural Fest held at Mangalore University in 2009 & 2010.
- ❖ Received many prizes in Putani Vijnana Competition in High School.

**Hobbies:** Chess, Poem writing, Art(pencil and colour), story writing

**Editorial Board Member/Associate Editor:**

- a. Journal of Research in Marketing and Entrepreneurship, United Kingdom
- b. Journal of Economics, Commerce and Research, London
- c. Review of International Business and Strategy, Australia
- d. International Multidisciplinary Research Journal, Poland
- e. International Journal of Commerce and Management Research, India
- f. Seventh Sense Research Group International Journals, India
- g. Journal of Commerce and Trade, India
- h. National Journal of Multidisciplinary Research and Development, India
- i. International Journal of Humanities and Social Science Research, India
- j. International Journal of Multidisciplinary Research and Development, India
- k. International Journal of Academic Research and Development, India
- l. International Journal of Advanced Research and Development, India
- m. Zenith International Research and Academic Foundation, India

**Professional Body Membership:**

- ❖ Indian Commerce Association

**Project Guided:** 16 M.Com project and 16 BBA project.

## **Publications:**

1. P. S. Aithal, Prasanna Kumar.M.G. and Mike Dillon(2018), “How to Improve the Employee Productivity of Banking System in India – A Theory of Accountability Based Analysis”, *International Journal of Management, Technology, and Social Sciences (IJMTS)*, (2018),3(2), 87-99.
2. Prasanna Kumar, M.G. & Y.M.Raju (2016). Analysis of User`s Behaviour on Used and Waste Mobile Phones Recycling: An Intention to Natural Resource Management. *Gyan Management: An International Bi-Annual Refereed Journal of Management & Technology*, Vol.10(1), 48-56.
3. Prasanna Kumar, M.G. & Y.M.Raju (2016) **(Impact Factor 5.75)**. CSR management and Customer Value Added Services: With special reference to Mobile Service Providers. *Vignettes of Research, IV (I)*, February, 16-24.
4. Prasanna Kumar, M.G. & Y.M.Raju (2016) **(Impact Factor 5.75)**. Awareness and Utilization of Mobile Phones in Higher Education : A Users Point of View. *Vignettes of Research, IV (I)*, January, 26-30.
5. Prasanna Kumar, M.G. & Y.M.Raju (2016) **(Impact Factor 5.79)**. Community Development and Mobile Phones: A Case Study. *Acme International Journal of Multidisciplinary Research, IV (I)*, January, 28-35.
6. Prasanna Kumar, M.G. & Y.M.Raju (2016) **(Impact Factor 6.89)**. Role of mobile phones in Women Empowerment: With Reference to D.K. District. *Quest International Multidisciplinary Research Journal, V (I)*, January, 25-32.
7. Prasanna Kumar.M.G. & Y.M.Raju(2016) **(Impact Factor 5.93)**. Democratization of knowledge to the marginalized section through Mobile Phones: A panoramic view. *Research Expo International Multidisciplinary Research Journal, VI (I)*, January, 51-58.
8. Prasanna Kumar.M.G. and Y.M.Raju(2016) **(Impact Factor 5.56)**. Women education and mobile phones in Mangaluru and Mysuru cities: A comparative study. *Global Academic Research Journal, IV (I)*, January, 34-40.
9. Prasanna Kumar.M.G. and Y.M.Raju(2015) **(Impact Factor 5.56)**.Role of Mobile Communications in the Workplace: The Changing Environment to the Organisation. *Global Academic Research Journal, III (XII)*, December, 14-18.
10. Prasanna Kumar, M.G. & Y.M.Raju (2015) **(Impact Factor 5.79)**. Corporate Social Responsibility and Augmentation of Customer Loyalty: With Reference to Indian

Mobile Service Providers. *Acme International Journal of Multidisciplinary Research*, III (XI), December, 46-50.

11. Prasanna Kumar, M.G. & Y.M.Raju (2015) **(Impact Factor 6.89)**. Customer Expectations and Satisfaction towards Mobile Handsets: A Study in Tier-II Cities of Karnataka. *Quest International Multidisciplinary Research Journal*, IV (XI), December, 1-9.

12. Prasanna Kumar.M.G. and Y.M.Raju(2015) **(Impact Factor 5.93)**. Economic and Social Inclusion of Small and Marginal Farmers through Mobile Phones: A Study. *Research Expo International Multidisciplinary Research Journal*, V (XII), December, 41-50.

13. Prasanna Kumar, M.G. & Y.M.Raju (2015) **(Impact Factor 6.89)**. Awareness and utility of M-Banking and E-Banking: With Reference to Mobile Users. *Quest International Multidisciplinary Research Journal*, IV (VI), June, 44-51.

14. Prasanna Kumar, M.G. & Y.M.Raju (2015) **(Impact Factor 6.89)**. Mobile Phones: A Tool for Value Creation - An Empirical Study. *Quest International Multidisciplinary Research Journal*, IV (V), May, 29-37.

15. Prasanna Kumar, M.G. & Y.M.Raju (2014). Knowledge Management and Mobile Phones: A Critical Review. *Journal of Marketing & Communication*, 10(2), September-December, 53-59.

16. Prasanna Kumar, M.G. & Y.M.Raju (2014) **(Impact Factor 2.1652)**. Customer Satisfaction of mobile users: An empirical study. *Indian Journal of Applied Research*, 4(10), October, 112-114.

17. Prasanna Kumar, M.G. & Y.M.Raju (2013). Mobile phone technology and empowerment of marginalized section: A key insights. *International Journal of Advances in Management, Technology & Engineering Sciences*, II (9(II)), June, 9-14.

18. Prasanna Kumar, M.G. & Y.M.Raju (2013). A Study on consumer's satisfaction towards m-commerce applications and services: with reference to Mangaluru City. *International Research Journal of Commerce, and Social Sciences*, II (10(III)), June, 93-96.

19. Prasanna Kumar, M.G. & Y.M.Raju (2013). A study on Consumer's perceptions towards m-banking services: With reference to Mangaluru city", *International Research Journal of Commerce, and Social Sciences*, Vol.II, issue 3, June: pp. 27-31.

20. Prasanna Kumar, M.G. & Y.M.Raju (2013). A Study on Road-Map for a Comprehensive M-Governance Strategy: With reference to Karnataka State. *International Journal of Business, Management & Social Sciences*, II (10(III)), June, 69-73.

### **Publications in Edited Books/Conference Proceedings:**

1. Prasanna Kumar.M.G. & Y.M.Raju(2016), “ Customer perceptions and Utility of Mobile Value Added Services: An Empirical Study”, National Conference on ‘Business Education and Employability : Challenges and New Directions” organized by Department of Commerce, Mangalore University. pp 281-287.
2. Prasanna Kumar.M.G. & Y.M.Raju(2013),“Role of Mobile Phones and Communication in Rural Development: An overview”, National Conference on 9th Kannada Vijnana Sammelana organized by Karnataka Science Congress Bangalore, . pp. 151-153.
3. Prasanna Kumar.M.G. & Y.M.Raju(2012),“Role of Mobile phones in Agriculture Productivity: A Commercial point of view”, 8th Kannada Vijnana Sammelana held on 15th-17th September, 2012 in University of Agricultural Science-Dharwad, Karnataka. pp. 247-249.
4. Y.M.Raju and Prasanna Kumar.M.G. (2012), “Symbolic Relationship between Urban Transportation and Economic Transformation for Empirical Study”, International Conference on “Urbanization and Economic Transformation: Issues and Challenges” in Tumkur University held on 12th -13th October 2012. pp. 377-383.

### **Presented / Participated a Research Paper in International Conferences/Seminars:**

1. International Conference on Urbanization and Economic Transformation: Issues and Challenges, organized by Department of Studies and Research in Economics, Tumkur University, 2012. **“Symbolic Relationship between Urban Transportation and Economic Transformation for Empirical Study”**.
2. International Conference on Development Challenges Global Aspirations and Local Realities, organized by Justice K.S Hedge Institute of Management, NITTE, 2012. **“Mobile phone technology and empowerment of weaker section: A key insights”**.
3. International Conference on Changes and Challenges in Commerce, Engineering, Technology and Social Sciences organised by IGCCIA Pune on 25<sup>th</sup> May 2013. **“A study on Consumers Perceptions towards M-banking Services: with reference to Mangalore city”**.
4. International Interdisciplinary Research Conference on Economics, Commerce, Management & Technology organised by IGCCIA Nasik on 1<sup>st</sup> June 2013. **“A Study on**

**Road-Map for a Comprehensive M-Governance Strategy: With Reference To Karnataka State”.**

5. International Interdisciplinary Research Conference on Economics, Commerce, Management & Technology organised by IGCCIA Nasik on 1<sup>st</sup> June 2013. **“A study on Consumers Satisfaction towards M-commerce Applications and Services: With reference to Mangalore City”.**

6. International seminar on Ethics and values in Resource Management organised by Faculty of Management Studies, Pacific University, New Delhi on November 1<sup>st</sup> and 2<sup>nd</sup> 2014. **“A Study on Used Mobile Phones and E-Waste: An Analysis”.**

7. International Conference on Equity and Efficiency in Higher Education”, organised by Department of Education, Tamil Nadu Open University, Chennai on 7<sup>th</sup> and 8<sup>th</sup> November, 2014. **“Awareness and Utilization of Mobile phones in Higher Education: An User`s Point of View”.**

8. **International Conference of Business and Economics organised by International Journal of Arts & Sciences (IJAS), USA at University of London, London, United Kingdom from 3rd Nov - 6th Nov 2015. “Perceived Service Quality, Customer Satisfaction and Customer Loyalty: The Cellular Service Industry in India”.**

**Presented / Participated a Research Paper in National Conferences / Seminars:**

1. National Conference on Indian Aviation and Tourism: Opportunities, Challenges and New Directions”, organized by Department of Business Administration, Mangalore University, 2011.

2. National Conference on Entrepreneurship and Business Development in India: Issues and Cases”, organized by KIMS, Karnatak University, Dharwad, 2011.

3. National Conference on Information Technology and Its Implications on Banking Sector: Challenges and Prospects, organized by Department of Post Graduation Studies in Commerce University College, Manglore 2012. Paper entitled **“A study on recent trends of Mobile Banking and Opportunities in emerging global business scenario”.**

4. Kannada Vijnana Sammelana 8<sup>th</sup> held on 15<sup>th</sup>-17<sup>th</sup> September 2012 in University of Agricultural Science-Dharwad, Karnataka. Paper entitled **“Role of Mobile phones in Agriculture Productivity: A commercial point of view”.** I have awarded as **“Young Scientist Award”** for my research paper presentation.

5. National Seminar on “Discrimination and Social Exclusion: Development Experience of Dalits in India” held on 18<sup>th</sup> & 19<sup>th</sup> October 2012 in Mangalore University. **“Impact of mobile phones revolution among Dalits and Economic Transformation: A key insight”**.
6. National Conference on Inclusive Agriculture Growth in India: Issues and Challenges organised by CSSEIP, University of Mysore on January 30<sup>th</sup> and 31<sup>st</sup> 2013. **“Economic and social Inclusion of Small and marginal farmers through mobile phones: A study”**.
7. National Conference on Social Inclusion –Challenges and Strategies organized by Crossland College, Udupi on 22<sup>nd</sup> February 2013. **“ICT and empowerment of weaker section: A study”**.
8. National Conference on National Conference on Banking and Finance organised by Bharat Mata Institute of Management, Kochi on 26<sup>th</sup> April 2013. **“Mobile banking and E-banking: Fact or Force”**.
9. National Conference on “The Role of Corporate Social Responsibility for an Inclusive Growth in The Society organised by Department of Studies and Research in Commerce, Gulbarga University on 24<sup>th</sup>-25<sup>th</sup> May 2013. **“Corporate Social Responsibility and Augmentation of customer loyalty: With reference to Indian mobile service providers”**.
10. National Conference on “The Role of Corporate Social Responsibility for an Inclusive Growth in The Society organised by Department of Studies and Research in Commerce, Gulbarga University on 24<sup>th</sup>-25<sup>th</sup> May 2013. **“CSR management and customer Value Added Services: With special reference to mobile service providers”**.
11. National conference on Sustainable Development and Planning 2013, organized by Department of Studies and Research in Commerce, Central University of Karnataka on September 6<sup>th</sup> and 7<sup>th</sup> 2013. **“Role of Mobile phones in Women empowerment: With reference to D.K District”**.
12. National conference on 9th Kannada Vijnana Sammelena organized by Karnataka Science Congress Bangalore on 15<sup>th</sup> - 17<sup>th</sup> September, 2013. **“Role of Mobile Phones and Communication in Rural Development: An overview”**.
13. National conference on challenges of development: Re-visit to inclusiveness organized by Zakhir Husain Delhi College, New Delhi on January 17<sup>th</sup> -18<sup>th</sup> 2014. **“Community Development and Mobile Phones: A case study”**.

14. National conference on Democratization of Information using ICT: Role of libraries for social enlightenment organized by department of libraries and information science, Mangalore University on January 24<sup>th</sup> -25<sup>th</sup> 2014. **“Democratization of Knowledge to the Marginalized section through Mobile Phones: A Panoramic View”**.

15. National Conference on “Feminine Qualities and Leadership” organized by Department of Commerce, University College, Mangalore on 22<sup>nd</sup> and 23<sup>rd</sup> April 2014. Paper entitled **“Women Education and mobile phones in Mangalore and Mysore cities : A comparative study”**.

16. National Conference on “Emerging Issues in Management & Tourism” organized by Department of Business Administration & MBA (Tourism Administration) Mangalore University on 2<sup>nd</sup> and 3<sup>rd</sup> January 2016. **“Customer Expectations and Satisfaction towards Mobile Handsets: A Study in Tier-II Cities of Karnataka”**.

17. National Conference on “Business Education and Employability: Challenges and New Directions” organized by Department of Commerce, Mangalore University from 29<sup>th</sup> to 30<sup>th</sup> April 2016. **“Customer perceptions and Utility of Mobile Value Added Services: An Empirical Study”**.

18. 12<sup>th</sup> Kannada Vijnana Sammelana held on 15<sup>th</sup>-17<sup>th</sup> September 2016 in University of Agricultural Science-Dharwad, Karnataka. **“Information Technology and Fisheries Market: A study”**. I awarded as **“Young Scientist Award”** for my research paper presentation.

19. 12<sup>th</sup> Kannada Vijnana Sammelana held on 15<sup>th</sup>-17<sup>th</sup> September 2016 in University of Agricultural Science-Dharwad, Karnataka. **“Animal Husbandry for Economic Stability: An Over View”**.

#### **Session Chaired/ Rapporteur in International/National conferences:**

1. Participated as a Rapporteur in International seminar on Ethics and values in Resource Management organised by Faculty of Management Studies, Pacific University, New Delhi on November 1<sup>st</sup> and 2<sup>nd</sup> 2014.

2. **Chaired a Technical Session in International Conference of Business and Economics organised by International Journal of Arts & Sciences (IJAS), USA at University of London, London, United Kingdom from 3<sup>rd</sup> Nov - 6<sup>th</sup> Nov 2015.**

#### **Seminar/Conference Organised:**

1. Organised one day National Conference on Digital Path for Transforming Indian Economy (DPTIE-2018) at Acharya Bangalore B-School, Bangalore on 3<sup>rd</sup> March 2018.



### **Participated in International/ National Workshops:**

1. Participated in Workshop on “Career Excellence-Sensitization”, organized by Rajiv Gandhi College of Management, Udupi, 2008.
2. Participated in two day workshop on research methodology organised by the Department of Computer Science on 18th-19th November 2011, Mangalore University.
3. Participated in Faculty Development Programme on “Multivariate Statistical Research: Inter-Dependence Techniques”, AIMIT, Mangalore, 2012.
4. Participated 10 days National Workshop on Research Methodology and Data Processing through SPSS organised by Department of Studies and Research in Commerce, Gulbarga University held during 11<sup>th</sup> -20<sup>th</sup> March 2013.
5. Participated 7 days National Workshop on Data Analysis using Excel & SPSS organized by Department of Business Administration & MBA (Tourism Administration) Mangalore University from 26<sup>th</sup> December 2015 to 1<sup>st</sup> January 2016.
6. Participated 7 days National Level Orientation programme on Social Science Research Methodology organized by ISID, New Delhi from 22<sup>nd</sup> -27<sup>th</sup> February 2016.
7. Participated one day Faculty Development Programme on 11<sup>th</sup> March 2017 at Acharya Bangalore B- School, Bangalore.

### **Academic administrative experience:**

1. M.Com coordinator from 02/01/2017 to 31/05/2018 at Acharya Bangalore B-School, Bangalore.
2. Evening MBA coordinator from 03/10/2018 to 15/06/2019 at Srinivas University, Mangaluru.