



Name: Ms. Sachana C

Designation: Assistant Professor

Qualification: M.B.A, (Ph.D.)

Specialization: Finance & Marketing

Academic Experience: 5 Years 8 months

Industry Experience: 3 Years

Ms. Sachana C is an Assistant Professor in the Department of Master of Business Administration at Dayananda Sagar College of Arts, Science & Commerce. She is pursuing Ph.D. in Marketing from Davangere University and holds an MBA in Finance & Marketing from Surana College Centre for Post Graduate Studies. With both academic and corporate experience, including her tenure at KPMG India as a US Senior Tax Associate, she brings practical insights into her teaching and fosters an engaging learning environment for students.

Her areas of expertise include Financial Management, Security & Portfolio Management, Marketing Management, Consumer Behaviour, Retail and Service Management, Research Methodology, and Business Statistics. She has published research articles in reputed journals, presented papers at international conferences, and contributed a book chapter on data analytics. She also cleared NPTEL Swayam courses in the disciplines like Consumer Behaviour & Marketing Research & Analysis.

Ms. Sachana C actively involved in organizing workshops, seminars, and training programs to promote academic excellence and research culture and also attended ICSSR sponsored Ten Days National Workshop on Research Methodology and Quality Writing Skills for Social Science Research, Institute for Social & Economic Change. She also served as a resource person for a workshop titled 'Integrating Interdisciplinary Research for Innovation and Sustainable Development', Karunya School of Management and CMAOI & guest talk at Rajarajeshwari College of Engineering (MBA Department) on MBA Careers in the Era of AI, Startups and Sustainability.