

	<p>NAME: Dr. Sudarshan S. Savanoor DESIGNATION: Assistant Professor QUALIFICATION: MBA, MPM, Ph D TOTAL EXPERIENCE: 14 Years (Academics) and 4.5 Years (Industry) MAIL-ID: sudarshan-bcom@dayanandasagar.edu</p>
<p>SPECIALIZATION</p>	<p>MARKETING MANAGEMENT, HUMAN RESOURCE MANAGEMENT, PERSONNEL MANAGEMENT</p>
<p>AREA OF INTEREST</p>	<p>COMMUNICATION SKILLS, PERSONALITY DEVELOPMENT, MARKETING, HUMAN RELATIONS, RESEARCH METHODOLOGY, GENERAL MANAGEMENT, EVENT MANAGEMENT</p>
<p>SUBJECTS TAUGHT</p>	<p>MARKETING MANAGEMENT, CONSUMER BEHAVIOR, HUMAN RESOURCE MANAGEMENT, PERSONLITY DEVELOPMENT, COMMUNICATION SKILLS, IMPORT AND EXPORT POLICIES, EVENT MANAGEMENT, CASES IN MARKETING MANAGEMENT AND HUMAN RESURSE MANAGEMENT, CORPORATE LAWS, INDIAN CONSTITUTION,RETAIL MANAGEMENT,ECO TOURISM, BRAND MANAGEMENT</p>
<p>NO. OF CERTIFICATIONS</p>	<p>01 (SIX SIGMA YELLOW BELT)</p>
<p>PAPERS PRESENTED [NATIONAL & INTERNATIONAL]</p>	<ul style="list-style-type: none"> ❖ Role of Electric Payment Systems in Digital Eon with reference to Polygonal Users, One Day International Conference on Emerging Trends in issues in Business Management and Social Innovation (ICETIBMSI'2023), 6th May, 2023, ISBN-978-93-91355-74-6 ❖ Feasibility of Implementation of Virtual ID of UIDAI in Public Governance and Administration: An Attempt towards Sustainable Development, Two Days National Conference on 3rd National Conference on Emerging Trends in Commerce and Management (3NCETCM'2023), 12th April, 2023, ISSN: 2230-5807, V. 12. No. 2. Web of Sci. BioGecko-A Journal for New Zealand Herpetology ❖ Hampi – An Investigation, One Day National Conference on Modern Trends in Commerce and Management (NCMTCM'2022), 3rd Dec. 2022 ❖ A Study on Rural to Urban Migration in India on Two Days International Conference Recent Advancement in Commerce, Management and IT (ICRACMIT'2022), 15th and 16th December, 2022

	<ul style="list-style-type: none"> ❖ A Study of Attitude of College Going Students towards Mobile Learning, Two Days National Conference on CONFLUENCE-2020 Transformative Role of Business in Social Responsibility: An Indian Perspective (NCCTRBSR'2020), 17th & 18th Feb. 2020, ISSN:2394-3114, V. 40, I.27, Impact Factor 6.3, Peer Reviewed and UGC CARE Listed Journal (SIPN) ❖ Role of Technology in Making Payments of Agro Products w.r.t. Parties involved in Agro Trade: An Endeavor towards Sustainable Development, One Day National Conference on New Insights for Sustainable Development of Commercial Agriculture in Rural India (NCNISDCARI'2020),10th Jan. 2020, Online Access at IARA with http://iaraedu.com/pdf/ijair-volume-7-issue-1-ii-january-march-2020.pdf, ISSN 2394-7780, UGC CARE LISTED JOURNAL (International Journal of Advance and Innovative Research) ❖ Study of Influence of Online News Media on Newsreader w.r.t PCMC region: Strategic Analysis, 6th International Conference on Globalization & Its Implication for 21st Century (ICGI21C'2019),20th and 21st Feb. 2019, ISSN:2231-4687, V. 01 I. 29, Impact Factor 6.81 (SJIF) ❖ Role of Technology in Carrying Out Print Media Operations and Research: A Sagacious Notion, Two Days International Conference on Media Ethics 2019 (ICME'2019), 9TH AND 10TH Jan. 2019, Online Access at SSRN with https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3395651##, ISSN 1006-7930, (SCOPUS INDEXED ON FEB 2020 at JOURNAL OF XI'AN UNIVERISTY OF ARCHITECTURE AND TECHNOLOGY) ❖ Cognitive Dissonance of Readers with special reference to Marathi Daily Newspapers' Subscription in Pune City – A Metaphorical Analysis, Two National Conference on Design Thinking – Human Side of Business (NCDTHSB'2017), 24th and 25th Feb.2017, ISSN 2277-5730, Impact Factor – 3.378 Human Resource Development : its Management and Outsourcing ❖ Two Days International Conference on Management Strategies of Trade, Commerce and Industries in India, South Korea, China and USA: Global Perspective (ICMSTCIISKCU'2009), 29th and 30th Jan.2009
<p style="text-align: center;">PUBLICATION [INTERNATIONAL JOURNAL]</p>	<ul style="list-style-type: none"> ❖ Finance and Investment Choices: Understanding the Interaction of Financial Literacy, Income Experience, Risk Tolerance and education, Vegueta Journal, 24 (2), 2024, eISSN: 2341-1112 (Scopus Indexed) ❖ Role of ICT in Management and Commerce Education: A Contemporary Thought, ISSN: 0974-8946, V.48, I.01, No.07, (Shodh Prabha UGC CARE Listed Journal), 2023 ❖ Feasibility of Implementation of Virtual ID of UIDAI in Public Governance and Administration: An Attempt towards Sustainable Development, ISSN: 2230-5807, V. 12. No. 2. Web of Sci. BioGecko-A Journal for New Zealand Herpetology, 2023 A ❖ STUDY OF ATTITUDE OF COLLEGE GOING STUDENTS TOWARDS MOBILE LEARNING ISSN:2394-3114,V. 40, I.27, Impact Factor 6.3 (SIPN UGC CARE Listed Journal), 2020

	<ul style="list-style-type: none"> ❖ Individuals’ Buying Behavior and Allied Elements relating to House Financing Schemes w.r.t. Belgavi Municipal Periphery, ISSN: Online 2278-8808, Print:2319-4766, Vol. 07 Issue 41, Globally Indexed Impact Factor 6.371 SJIF (2018), 2019 ❖ Role of Technology in Making Payments of Agro Products w.r.t. Parties involved in Agro Trade: An Endeavor towards Sustainable Development Online Access at IARA with http://iaraedu.com/pdf/ijair-volume-7-issue-1-ii-january-march-2020.pdf ISSN 2394-7780 (UGC CARE Listed Journal), 2020 ❖ Role of Technology in Carrying Out Print Media Operations and Research: A Sagacious Notion, Online Access at SSRN with https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3395651##, ISSN 1006-7930, SCOPUS INDEXED ON FEB 2020 at JOURNAL OF XI’AN UNIVERISTY OF ARCHITECTURE AND TECHNOLOGY ❖ Study of Impact of Pricing on Market Share and Customers Expectations w.r.t Marathi daily Newspapers in Belagavi City : A Coeval Notion, Sameeksha International Journal of Commerce, Economics and Management, ISSN – 2394-2517, Vol 01 Issue 01, Excel Publication, 2016 ❖ Comparative Study on Advertising and Sales Promotion Strategies in Pharmaceutical Industry – A Contemporary Thought, Anveshak International Journal of Management, ISSN – 2278-8913, Vol. 3, Issue 01, Excel Publication, 2014
<p style="text-align: center;">PUBLICATION (CONFERENCE PROCEEDINGS)</p>	<ul style="list-style-type: none"> ❖ Role of Electric Payment Systems in Digital Eon with reference to Polygonal Users, One Day International conference on Emerging Trends in issues in Business Management and Social Innovation ISBN-978-93-91355-74-6, Excel Publication, 6th May, 2023 ❖ APPLICATION OF RFID ON MANIFOLD AVENUES AND IMPLICATION ON BUSINESS: A PRELUDE OF DIGITAL INDIA, International Conference on Recent Advancements in Commerce, Management and Technology (ICRCMT-2022), 978-93-92993-03-9 ❖ A Study of Effectiveness of Advertisement in Newspapers w.r.t Belagavi City- A Notion of Discernment, ISSN, 2349-8722, Issue 03, 2016
<p style="text-align: center;">OP-ED ARTICLE PUBLISHED</p>	<p style="text-align: center;">https://www.dsiinsights.com/strategy/coworking-spaces-the-calm-before-the-storm</p>
<p style="text-align: center;">BOOK/ BOOK CHAPTER PUBLISHED</p>	<ul style="list-style-type: none"> ❖ A Study of the impact of technological advancement on 2020 National Education Policy (Recipient of Best Chapter Award), on theme NEP 2020 – A Roadmap to New Education Era, Book ANORA VII, ISBN 978-81-19295-63-0 VII Edition, TARAN, (New Delhi), 2023-24 ❖ Ambush Marketing an Ethical Business Practice! - A Case Study of way back in 10 years’ time, on theme Digital Frontiers in E Commerce, ISBN 978-93-5757-758-8, Scientific International Publishing House, 2023-24

	<ul style="list-style-type: none"> ❖ Ambush Marketing - A Principled Business Practice and Just Commercial Irritant either! A Case Study of Contemporary Era, on theme Perspectives on Business Management, Economics & Information Technology, ISBN: 978-81-951151-6-7, https://doi.org/10.5281/zenodo.10872171 , 2023 ❖ Teaching and Learning through ICT and Social Media – A New Pedagogy of Teaching, on theme Technology, Innovation and Social Media, ISBN 978-81-19998-40-1, TARAN, (New Delhi), 2023-24 ❖ Review of current labor laws and the pursuit of probable, propositions to secure the Indian working women with special, reference to MIDC at Pimpri Chinchwad Municipal Corporation, region on theme Women's Space in Governance and Leadership at Achieving an Equal Future in the World, ISBN 978-93-91941-94-9, Sameeksha Publication, (Pandharpur), 2021-22
<p>FDP ATTENDED</p>	<ul style="list-style-type: none"> ❖ Two Days FDP on Soft Skills for Teachers by CiL Dayananda Sagar Institutions, Bengaluru dated on 30th Sept. and 6th October, 2023 ❖ One Day FDP on Art mentoring and counseling by Dayananda Sagar College of Arts, Science and Commerce, Bengaluru dated on 29th May, 2023 ❖ One Day FDP on Creating Research Ecosystems in Higher Educational Institutions by Dayananda Sagar College of Arts, Science and Commerce, Bengaluru dated on 19th May, 2023 ❖ One Day FDP on Teachers Empowerment by Dayananda Sagar College of Arts, Science and Commerce, Bengaluru dated on 21st April, 2023 ❖ One Day FDP on Advances in Research Methodology and Publication Techniques by Dayananda Sagar College of Arts, Science and Commerce, Bengaluru dated on 10th May, 2022 ❖ One Day FDP on Contemporary Management and Commerce Education through research Excellence by Dayananda Sagar College of Arts, Science and Commerce, Bengaluru dated on 16th March, 2022 ❖ Research Methodology during 24th Feb. to 29th Feb. 2020, organized by Dr. D Y Patil Unitech Society's Dr. D Y Patil Arts, Commerce and Science College, Pimpri, Pune ❖ one week FDP on usage of ICT conducted by AMAR SEWA MANDAL'S KAMALA NEHARU MAHAVIDYALAYA, NAGPUR on 23rd May, to 28th May, 2022 ❖ FDP on “ Case Methods” on 15th December, 2018 at LEXICON Management Institute of Leadership and Excellence, Wagholi, Pune ❖ FDP on “ Industrial Inputs for Effective Teaching” on 21st November, 2017 at PES's IMCD, Nigdi, Pune ❖ FDP entitled as “Case Teaching and Experiential Learning” organized by Kirloskar Institute of Advanced Management Studies, Pune on 28th January, 2015 Certification in Six Sigma Yellow Belt course by Institute of Fundamentals in Quality, Pune in January, 2014 ❖ Participated in FDP entitled as “Training the Students and Stress Management” organized by ICFAI University, at Belgaum on 18th November, 2008

<p style="text-align: center;">CONFERENCE ATTENDED</p>	<ul style="list-style-type: none"> ❖ Conference on theme Innovate to Elevate: Fostering Creativity for Sustainable Business dated on 24th August, 2024 ❖ Conference on theme Emerging Trends in Business Management and Social Innovation dated on 6th May, 2023 ❖ National Conference on theme Emerging Trends in Commerce and Management, dated on 12th April, 2023 ❖ National Conference theme Modern Trends in Commerce and Management, dated on 3rd December, 2022 ❖ International Conference on theme Recent Advancement in Commerce, Management and IT, 15th and 16th December, 2022 ❖ Two Days national Conference on theme CONFLUENCE - 2020 Transformative Role of Business in Social Responsibility: An Indian Perspective, dated on 17th and 18th February, 2020 ❖ Two Days International Conference on theme Globalization & Its Implication for 21st Century, dated 20th and 21st February, 2019 ❖ Two Days International Conference on theme Media Ethics' 2019 dated on 9th and 10th January, 2019 ❖ National Conference on theme Design Thinking – Human Side of Business, dated on 24th and 25th February, 2017 ❖ International Conference on theme Management Strategies of Trade, Commerce and Industries in India, South Korea, China and USA: Global Perspective, dated on 29th and 30th January, 2009
<p style="text-align: center;">WORKSHOP ATTENDED</p>	<ul style="list-style-type: none"> ❖ Implementation of NEP – Roadmap for Quality Education, Research and Academic Excellence, 2nd to 4th March, 2023 ❖ Advancements in Research methodology, 10th May, 2022 ❖ Empowered Leadership Program under CiL, 23rd and 24th March, 2022 ❖ Contemporary Management and Commerce education through Research Excellence, 16th March, 2022 ❖ Two Days Workshop on Intellectual Property rights in India: Issues and Challenges, 14th and 15th Feb. 2019 ❖ One Day National Level Workshop on Financial Planning, Market and Investors' Awareness, 12th January, 2019 ❖ One Day Seminar on Analytical Tools in Research, 20th Oct. 2018 ❖ One Day Knowledge Sharing Program on Developing Students Teacher Connect, 10th August, 2018 ❖ Workshop on Preparation of NET/SET Exam and General Aptitude in Commerce and Management, 2nd – 11th Jan. 2017 ❖ Two days State Level Workshop on Writing Good Research Papers: Tools and Techniques, 13th and 14th Feb. 2016
<p style="text-align: center;">SEMINAR ATTENDED</p>	<ul style="list-style-type: none"> ❖ Two Days National Level Seminar with Peer Referred International Research Fellows Association Research Journey entitled as A Feasibility Study of Online Cab Transportation Service w.r.t. PCMC Region, 28th & 29th Jan. 2019, ISSN: 2348-7143 and Indexed Journal Impact Factor 6.261 ❖ National Level Seminar and Research Paper got Published in Proceedings of Seminar entitled as A Study of Effectiveness of Advertisement in Newspapers w.r.t Belagavi City- A Notion of Discernment, 11th and 12th Mar. 2016, ISSN 2349-8722, Issue 03 ❖ Two days State Level Seminar and Research Paper got Published in Proceedings of Seminar entitled as The Impact of Electronic Communication on Newspaper Industry in Digital Eon – A Strategic Thought, 15th and 16th Feb.2016, ISBN 978-93-5158-301-1

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| | <ul style="list-style-type: none">❖ Two days State Level Seminar and Research Paper got Published in Proceedings of Seminar entitled as Impact of Commerce Education on Banking Sector, 15th and 16th Feb.2016, ISBN 978-93-5158-301-1, Success Publication❖ One day National Seminar on “ Roadmap on Accounting Standards (AS) to International Financial Reporting Standards (IFRS), 6th Aug. 2016❖ Two days State Level Seminar on “Make in India – A Contemporary Thought and Start Up India – A Defining Movement, 29th and 30th Jan. 2016❖ Two days State Level Seminar on “Business Innovations through Advanced Information Technology, 13th and 14th Feb. 2015❖ Two Days State Level Seminar on Recent Trends in Accounting Standards (RTAS-2013), 24th and 25th Jan. 2013 |
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