



NAME: V R RAJENDRA KUMAR

DESIGNATION: ASSISTANT PROFESSOR

QUALIFICATION: MA PM&IR, MBA, MPhil, KSET, (PhD)

TOTAL EXPERIENCE: Industry: 10 Years, Teaching: 23 Years

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SPECIALIZATION

Marketing & HR

AREA OF INTEREST

Retail Management, Consumer Behavior, Statistics, Business Mathematics, HRM, Operations Research

SUBJECTS TAUGHT

Principles of Marketing, EVS, Computer Analysis in Business, Banking Innovation, Business Statistics

NO. OF CERTIFICATIONS

Consumer Behavior
Introduction to AI
Retailing

**PAPERS
PRESENTED
[NATIONAL &
INTERNATIONAL]**

- ❖ Exploring Sustainable Tourism in India-Key Challenges and Opportunities in Two Days National Seminar organized by Central University of Himachal Pradesh , 26th and 27th June, 2024
- ❖ An Examination of the Start-Up Ecosystem with Emerging Markets: Analyzing the Structural Influence of Entrepreneurial Ventures in India-Issues, Challenges and Opportunities in a **National-Level** Conference held on January 18th 2024 organised by Faculty Research Cell – Samshodhana, School of Commerce, JAIN(Deemed-to-beUniversity)
- ❖ Attended International Conference on “Innovative Practices in Business Management, Productivity and Environment” on 24th and 25th January 2019 in SSMRV College, Bangalore
- ❖ Attended ICSSR sponsored Ten days workshop on “Business Research Skills Enhancement and Intensive Proposal Writing” in Dayananda Sagar University, Bangalore

	<ul style="list-style-type: none"> ❖ Attended National Conference on “Indian Economy: Current Issues, Challenges and Opportunities” in Ramaiah Institute of Management, on 19th June, 2019.
<p>PUBLICATION (NATIONAL AND INTERNATIONAL JOURNAL)</p>	<p>Rajendra Kumar V.R (2024), Measuring of Digital Banking Service Quality on Customer Satisfaction with reference to Bengaluru in International Journal on Advanced Engineering and Management</p> <p>Rajendra Kumar V.R (2024), Exploring the Role of Social Media Advertising in Shaping Consumer Buying Behavior towards Smart Phones: A Factor Analysis Approach. In International Journal of Research and Analytical Reviews(UGC Approved Journal)</p> <p>Rajendra Kumar V.R, Anitha A, Rashmi Umarji (2024), An Examination of the Start-Up Ecosystem with Emerging Markets: Analyzing the Structural Influence of Entrepreneurial Ventures in India-Issues, Challenges and Opportunities in IPE Journal of Management (UGC Care List Journal)</p> <p>Rajendra Kumar V.R (2023), An Empirical Study on Linkage between Psychological Contract and Organizational Commitment among Flexpatriates in IT Industry in TIJER-International Research Journal</p> <p>Rajendra Kumar V.R (2019), A Study on Psychological Capital as A Predictor of Organizational Citizenship Behaviour Published in, Online International Interdisciplinary Research Journal, {Bi-Monthly},Volume-09, Special Issue (01),ISSN 2249-9598, May 2019</p> <p>Rajendra Kumar V.R (2018), Psychological Contract As a Measure to Employee Retention, Psychological Contract As a Measure to Employee Retention, ISSN 0975-461X, July-December 2018</p>
<p>BOOK/ BOOK CHAPTER PUBLISHED</p>	<p>Green Banking: A New Strategic Initiative for Growth and Sustainable Development</p>
<p>FDP ATTENDED</p>	<ul style="list-style-type: none"> ❖ 5 days FDP on Mastering Research Paper and Enhancing Case Study Writing for Leading Publications ❖ One Week FDP on Entrepreneurship and Innovation Management

	<ul style="list-style-type: none">❖ Excellence in Instruction Elevating Teacher Deliverability for Academic Impact❖ Developing Leadership Skills among Academicians❖ Teacher's Empowerment❖ Art of Mentoring and Counselling❖ Creating Research Ecosystem in Higher Education System❖ Research Methodology❖ Ultra Paradigm in Research Methods❖ Advances in Research methodology and Publications Techniques❖ E-Resourcs Training Programme❖ Yoga for Humanity❖ Mastering Research Paper and Enhancing Case Study for Leading Publications❖ How to prepare Case Study Record Book under BSDC
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