	NAME: S Lohith Kumar **DESIGNATION: Assistant Professor** **QUALIFICATION:** MBA, NET Qualified, PhD Pursuing **TOTAL EXPERIENCE:** • **Industry Experience- 5 Years** • **Teaching Experience- 12 Years** **MAIL-ID: Lohith-Bcom@Dayanandasagar.edu**
SPECIALIZATION	Marketing and Finance
AREA OF INTEREST	Consumer Behavior, Financial Management, Retail Marketing, Sports Management
SUBJECTS TAUGHT	**BCom** Corporate Administration for Commerce, Marketing Management, Financial Management, Indian Financial System, Environmental Studies, Digital Fluency Artificial Intelligence for Commerce and Management **BBA** Accounting for Managers, Security Analysis and Portfolio Management, Quantitative Methods for Business – I and II, Investment Management **MBA** Operation Research, Principles of Management, Retail Management, Consumer Behavior, Monetary System, Risk Management and Derivatives, Service Marketing,
Corporate Experience	**At Infosys BPO: Client Name Insight** Customer Service Agent in Order Management of Client Interaction and Vendor Interaction of Software Procurement and Supply. **@ Mahendra First Choice:** Role: Area Manager for Karnataka Region Wholesale Franchise Manager Recruiting New Franchises, Franchise Set up, Training and Market Planning and Implementation of Organizational Process set up and Revenue Development. **@ Deloitte- Role Tax Consultant US Federal Tax** Filing of US Federal Tax and Revised Returns for Partnership and Individuals of Various State as well as Federal Tax
Conference Publication	Presented and Published a Paper on " Navigating the Buy now Pay later Landscape in India: Balancing Convenience and Responsibility" @ International Conference on Advancements in Humanities, Management Science and Technology (ICAHMST) July 2024. Presented a Paper on **title: "An Empirical study on linkage between psychological contract and organizational commitment among flexpatriates in it industry"** @ National Conference Held in August 2024 at Dayananda Sagar College of Arts Science and Commerce. Presented and Published Paper Titled **" Measuring of digital banking service**

	quality on customer satisfaction with reference to Bengaluru" at the International Conference on @ International Conference on Advancements in Humanities, Management Science and Technology (ICAHMST) July 2024. **Role of Social Media Influencers in Consumer Decision Making while doing Restaurant Selection Using Sentiment Analysis**- Presented and Published at Alliance University in 2023 International Conference **Influence of Social Media Marketing on Buying Behaviour of Millennial Towards Smart Phones in Bangalore Urban Area**- Presented and Published at Dayananda Sagar College of Arts Science and Commerce in 2023 National Conference. "**Study on Consumer Purchase Intention and Attitude towards the Green Vehicle Usage**" in Bengaluru at National Conference at RNS College in 2022
Workshop and FDP Attended	"Johari Window with Emotional Quotient" Organized by CIL on 01 Feb 2024. "Developing Leadership Skills among Academicians" organized by BBA/BCom Dept – DSCASC. - Two days FDP on Soft Skills for Teachers Organized by Centre for Innovation and Leadership – Dayananda Sagar Institutions dated 30 th Sept & 6th Oct 2023. 2 Day Negotiation Skills MDP at Alliance University in 2024 5 Day FDP on Financial Modelling at Alliance University 5 Day FDP on Use of AI and Automation for Teacher at Padmashree College of Commerce and Management in 2023
Workshop and Training Program Conducted	- Personality and Leadership Training Program among Students at SSMRV College in 219 - Team Building and Leadership Training at National College Basavangudi 2018 - Social Awareness and Leadership Training among NSS Volunteer at SSMRV College 2023 - Self-Awareness Training Program at Government BBMP College in 2024 - Student Development Leadership Program at BBMP College in 2023
Co-Convenor	National Conference 2018 at SSMRV College Organized by Department of M. Com
Other Interest and Achievement	- Represented Bangalore in Mysore Dasara Twice in Handball - Represented Club Cricket for over 3 years - Playing and Coaching Various Sports and Adventure