

Name : Dr.Harshitha K

Designation : Assistant Professor

No. of years of teaching experience : 16years

Subjects taught to MBA students

- (a) Economics for Managers
- (b) International Business Environment
- (c) Indian Business Environment
- (d) Organisational Behaviour and Business Communication
- (e) Organisational Behaviour
- (f) Performance Management
- (g) Compensation Management
- (h) Stress Management
- (i) Quality Management
- (j) Work life Balance
- (k) Digital Marketing

Publications

- (1) Published an article titled “Business Students Perception of Corporate Social Responsibility – A case study in Mangalore city” in an International Journal of Advance and Innovative Research, UGC Journal No.63571, with E-ISSN No.2394-7780, April-June 2019, Volume -6, Issue 2(XXV)
- (2) Article titled “Public Private Partnership Model to Promote Tourism in Karnataka” published in the proceedings book of one day National Conference on Exploring Avenues in Banking, Management, IT, Education & Social Sciences with ISBN No.978-93-5321-508-8, August 2018.
- (3) Article titled “A Conceptual Model on Affiliated Marketing – A Case Study” published in the proceedings book of one day National Conference on Exploring Avenues in Banking, Management, IT, Education & Social Sciences with ISBN No.978-93-5321-508-8, August 2018.
- (4) Article titled “A Conceptual Approach to Empower the youth through Life Skill Education” published in the proceedings book of one day National Conference on Exploring Avenues in Banking, Management, IT, Education & Social Sciences with ISBN No.978-93-5321-508-8, August 2018.
- (5) Article titled “A Dynamic Platform to connect Mangalore via ekulda.com” published in the proceedings book of 16th one day National Conference MANEGMA series on

“Impact of ideas and innovations on management, IT education and social sciences” with ISBN No: 978-93-5300-8819, March 2018.

- (6) Published paper titled “Women Empowerment – A Study on the growing role of women in family business” in the Edited book of the National Conference on Family Business: Opportunities, Challenges and Issues organized by MSNM Besant Institute of PG Studies, Bondel, with ISBN No: 978-93-5288-384-4, November 2017.
- (7) Published Paper titled “Women, Paid work and work Life Balance- A study in Mangalore City” in International Journal of Scientific Research and Modern Education (IJSRME) ISSN (online):2455-5630 (www.rdmodernresearch.com) Volume I, Issue I, 2016.

Research paper presentations

(a) At International Conferences

- (1) Presented a paper titled "A Conceptual Approach Towards Challenges of Online Learning during COVID 19" in Anveshan 2021, International Online Conference on "Emerging Trends in Post Covid-19 Pandemic" organised by the department of PG Studies in Commerce and Research and Development cell, Besant Evening College, on 5th January 2021.
- (2) Presented a paper titled “A Conceptual Approach Towards Impact of Knowledge Sharing on Organisational effectiveness” at International Virtual Conference on Applied Science, Technology Management and Language Studies (ASTMLS-2020), organised by Sona College of Technology, Tamil Nadu, on 11th and 12th December 2020.
- (3) Presented a paper titled “Characteristics and factors Indian buyers look for when purchasing a product online - A case study” in the Seventh International Conference on “Managing Knowledge for All-round Well Being: Realizing the Promise in a Knowledge Society” organised by Nitte Justice K.S. Hegde Institute of Management on 29th and 30th December 2019.
- (4) Presented a paper titled “A Conceptual Paper on the Impact of Review and Ratings of Consumers with a Special Focus on E-Commerce” in the Seventh International Conference on “Managing Knowledge for All-round Well Being: Realizing the Promise in a Knowledge Society” organised by Nitte Justice K.S. Hegde Institute of Management on 29th and 30th December 2019.
- (5) Presented a paper titled “A Conceptual Approach towards effect of Knowledge Sharing on Organisational Performance” in the Seventh International Conference on “Managing Knowledge for All-round Well Being: Realizing the Promise in a Knowledge Society” organised by Nitte Justice K.S. Hegde Institute of Management on 29th and 30th December 2019.
- (6) Presented a paper titled “A conceptual Study to Promote Tourism in Mangaluru Via Public Private Partnership Model” in two days International Conference on

‘Contemporary Innovations in Industry and Commerce’ held at Mangalore University on 22nd and 23rd February 2019.

- (7) Presented a paper titled “An e-commerce platform for encouraging entrepreneurship and start ups in & around Mangaluru via ekudla.com – A case Study” at the 4th International conference on “Changing business landscape: Implications for Management education and Research” in St. Aloysius college P.G. Centre (AIMIT) on 4th April 2018.

(b) At National Conferences

- (1) Presented a paper titled “Public Private Partnership Model to promote Tourism in Karnataka” in a one day National Conference on exploring avenues in Banking, Management, IT, Education and Social Sciences in Srinivas Institute of Management Studies, Mangalore on 4th August 2018.
- (2) Presented a paper titled “A Conceptual Model on Affiliated Marketing - A Case Study” in a one day National Conference on exploring avenues in Banking, Management, IT, Education and Social Sciences in Srinivas Institute of Management Studies, Mangalore on 4th August 2018.
- (3) Presented a paper titled “A Conceptual Approach to Empower the Youth through Life Skills Education” in a one day National Conference on exploring avenues in Banking, Management, IT, Education and Social Sciences in Srinivas Institute of Management Studies, Mangalore on 4th August 2018.
- (4) Presented a paper titled “A Dynamic Platform to Connect Mangalore Via EKudla.com” in Manegma-2018 at Srinivas Institute of Management, Mangalore, on 17th March 2018.
- (5) Presented a paper titled “Women Empowerment – A Study on the growing role of Women in Family Business” at the National Conference organised by Manel Srinivas Nayak Memorial Besant Institute of PG Studies, Bondel, Mangaluru, on 3rd November 2017.
- (6) Presented a paper titled “Women, Paid work and work life balance – A Study in Mangalore City” in one day National conference on “The Changing perspectives of Management, IT and Social Sciences in the Contemporary Environment” organised by Srinivas Institute of Management, Mangalore on 7th May, 2016.
- (7) Presented a paper titled “Women, Paid work and Empowerment - Case study in Mangalore City” in 2 days National Conference on “Gender issues” Organized by Centre for Women and Gender Studies, Canara College, Mangaluru, in collaboration with Mangalore Sociology Association on 23rd and 24th of January 2015.
- (8) Presented a paper titled “Future of Advertising – Creativity will be the X-Factor for sustainability” in the 3rd National Conference on ‘Managing Uncertainty: Strategies for Surviving and Thriving in Turbulent Markets’ organised by St Aloysius College(Autonomous) Aloysius Institute of Management and

Information Technology(AIMIT)Post Graduate Department of Business Administration, on 24th March 2014.

- (9) Presented a paper titled “The Impact of Green Renewable Energy on Rural India” in the two day National Conference on “The Green Umbrella – Green Business Opportunities” Organised by Centre for advanced Studies in Commerce and Management Canara First Grade College, Mangalore, in collaboration with Kanara Chamber of Commerce and Industry, Mangalore, on 23rd -24th January 2014.

Conferences/ Seminars/Workshops/FDP/Refresher Course attended

- (1) Attended a seminar on “Research Proposal Writing” organised by Sri Dharmasthala Manjunatheshwara College (Autonomous),Ujire on 23rd March 2021.
- (2) Attended NAAC orientation programme “Yojana” under the “Paraamarsh” scheme of UGC held on 8th November 2019, at Sri Dharmasthala Manjunatheshwara College (Autonomous),Ujire.
- (3) Participated in the National Conference “Anuvarthi (Business Needs Governance” organised by SDM PG Centre in Management Studies and Research, Mangalore in association with Southern Indian Regional Council and Mangalore Chapter The Institute of Company Secretaries of India on 1st and 2nd November 2019.
- (4) Attended The Vivel “Ab Samjhauta Nahin Know Your Rights Workshop’ at College conference hall on 11th September 2019.
- (5) Attended one day National Workshop for college teachers on “Mentoring Mentors’ organised by Mangala Alumni Association and MAPS College, Mangalore, on 6th September 2019.
- (6) Participated in ‘Gillite Guard Safalata Apni Mutthi Mein’ Groming workshop on 28th August, 2019 at Conference hall.
- (7) Attended two days FDP on “Teaching Methodology” on 6th and 7th December 2018 organised by SDMIMD, Mysore.
- (8) Attended one day FDP on “Stress free teaching” by Mr. Prashanth Pai, trainer, Art of living on 25th May 2018.
- (9) Participated in one day National Seminar on “Art of Success” for IAS, IFS, IPS and other civil services examination organised by Chanakya IAS Academy in collaboration with Bunts’s Alias Nadavara Mathr Sangha in Town Hall on 18th September 2017.
- (10) Attended one day Seminar Shraddha 2017 on the theme “Awakening Inner Strength” held at Swami Vivekananda Auditorium, Ramakrishna Matt, Mangalore, on 8th September 2017.
- (11) Participated in Open Ladder Industrial Exposure program conducted at Anmol Biscuits Ltd., Kolkata on 25th April 2017.

- (12) Attended one day Intensive Executive Development Programme on “Talent Management for VUCA World” organized by Justice K.S. Hegde Institute of Management on 10th March 2017.
- (13) Attended one day Conference on “Leveraging Business skills in line with Current HR trends and Employee Laws” organised by National Institute of People Management, Mangaluru Chapter in association with Sahyadri College of Engineering and Management on 24th February 2017.
- (14) Attended a workshop on “Personality Development” organized by Amrita Vidyalayam, Mangalore on 20th August 2016.
- (15) Attended one day Seminar “SHRADDHA” organised by Ramakrishna Mutt, Mangalore on 11th September 2014.
- (16) Attended Faculty Development Programme on “Placement Coordinator Empowering Programme” organised by A.J.Institute of Management, Mangalore, on 26th July 2014.
- (17) Attended the National Conference on “Talent Strategy in Challenging Business Environment’ organised by National Institute of Personnel Management, Mangalore Chapter, on 26th April 2014.
- (18) Attended HR Conclave on ‘Emerging Trends in Managing Human Resources’ organised by Sahyadri College of Engineering And Management, Mangalore on 21st and 22nd February 2014.
- (19) Attended 3rd APFHRM Regional HR Conference and the 32nd NIPM Annual National Conference 2013 on “ Challenges - Opportunities -The HR Way Ahead” hosted by National Institute of Personnel Management, Goa Chapter, from 26th - 28th September 2013.
- (20) Attended “Viveka Chaitanya” – Personality Development Camp organised by Ramakrishna Matt, Mangalore on 16th September 2013.
- (21) Attended seminar on “Darshana – The Vision” organised by Ramakrishna Math, Mangalore on 24th September 2012.
- (22) Attended one day Intensive Executive Development Program on “Unleashing Mind Power for High Performance Leadership” conducted by the Justice K.S.Hegde Institute of Management on 7th September 2012.
- (23) Attended Faculty development Program organised by SDMIMD, Mysore from May 10th to May 16th, 2012.
- (24) Attended two day HR Symposium on “Managing Human Resource during Economic Slowdown” on March 2nd and 3rd, 2012.
- (25) Attended one day conference on “Ethical Aspects and Human Resource in Healthcare Management” organised by A.J.Institute of Management and A.J.Hospital & Research Centre, on 28th January 2012.

Resource Person

- (1) Invited as a Resource person for a webinar on “Youth Empowerment Through Life Skills” organised by Sri Poornaprajna Evening College and Centre for PG studies in Commerce, Udupi, on 10th November 2020.
- (2) Conducted a training session to BPCL Dealers on 3rd March 2020 at Hotel Deepa Comforts, Mangalore.
- (3) Participated as a Resource Person at one day state level seminar on “Management Education in Crossroads” organized by Vivekananda College, Department Of Business Management and Commerce in association with SDM PG Centre for Management Studies and Research, Mangalore on 27th December 2014.

Other Achievements

- (1) Invited as judge for an event on portfolio management in INGENIUM 2021, Intra-College Commerce Fest organised by SDM Law College on January 16th, 2021.
- (2) Participated as moderator for paper presentation in the National Conference on ‘Social Entrepreneurship -A Gateway of Societal Transformation’ organised by SDM College of Business Management, Mangalore on 11th February 2020.
- (3) Completed Course the requirement to be recognised as a Microsoft Office specialist for Office Excel 2016 on February 17th, 2020.
- (4) Invited as Chief Guest at Ex-Mariattes Association, Mangalore on 10th November 2018.
- (5) Invited as a chairperson for the paper presentation session in Samanvay 2017 – A one day National Conference on the theme “Beyond 2020: Vision for transforming India with a focused Manifesto for change to be global leaders” organized by the department of Commerce and Business Management, Milagres College, Mangaluru, on 27th February 2017.
- (6) Judged Zonal level intercollegiate Rangoli Competition at SDM Law College on 20th November 2015.

No. of webinars attended: 32

No. of webshops attended:01

No. of webcon:01

No. of online FDP attended: 06

Updated on 12th May 2021.