

**Name** : DR. Prameela S Shetty

**Designation** : Assistant Professor

**No. of years of teaching experience** : 17 years

**Subjects taught to MBA students**

- (a) Strategic Financial Management
- (b) Financial Services
- (c) Corporate Financial Restructuring
- (d) Operations Research
- (e) Business Research Methods
- (f) Information Technology and Business

**Research Publications**

- 1) Published paper titled “Risk and Return Analysis of selected firms in IT sector” in Shodhsamhita, UGC Care Group1 Journal with ISSN No.2277-7067, Volume No.VIII, Issue 2(I), 2021-22 published by Kavi Kulaguru Sanskrit University, pp.47-51.
- 2) Published article titled “Ethics in Business – A case study from Banking Sector” in International Journal of Advance Research in Commerce, Management and Social Science, A peer reviewed refereed Quarterly International Journal, volume 4, No.03 (I) July – September 2021, ISSN 2581-7930, Impact factor 5.880.
- 3) Published a paper titled “Case study on knowledge management in Swatch Bharath Mission” in Our Heritage Journal, volume 68- Issue 1, January 2020 with ISSN : 0474-9030, UGC Care approved International Indexed and refereed journal, impact factor 4.912 (SJIF) pg 12078-12084

- 4) Published paper titled “Prediction of Bankruptcy of a Bank through z-score model- A case study of Yes Bank” in Journal of Applied Management and Advanced Research, volume 2, issue no.1, January-June 2020, ISSN No:2582-2306, Impact factor :5.384 published by imperial publications. The journal is indexed in IJIF, INFOBASE INDEX, INDUS COPERNICUS INTERENATIONAL and Scientific Journal.
- 5) Published paper titled “Changing status of women and challenges faced by women in BPO units” in Think India Journal, volume 22, Issue 25 in December 2019 with ISSN:0971-1260 pg 162-168.
- 6) Published article titled “Risk and Return Analysis of Pharmaceutical Industry” in Sahyadri Journal of Management (SJOM) with ISSN : 2456-9151, volume 1, issue 1, September 2017. Pp.36-53.
- 7) The paper titled “Women entrepreneurship – A ray of hope” presented in the national conference at MSNM, Besant College is published in the edited book with ISBN No: 978-93-5288-384-4. Pp.157-167.2017.
- 8) Published article titled “Waste minimization and management- A systems approach” in Global research Review – Journal of innovative research in commerce and management with ISSN : 2250-2521, vol:2 May 2016, pp.11-16.
- 9) Published a paper titled “A study on leadership quality among PG students in Mangalore” in Indian Journal of Applied Research- A peer reviewed refereed and Indexed International Journal with ISSN-2249-555X and impact factor : 3.919 and IC value: 74.50., vol: 6, issue :2, February 2016, pp.1-3. (Sr.No 49333)
- 10) Published a paper titled “A cross sectional analysis of student participation in teaching – learning process and governance” in Journal of management studies and academic research with ISSN No: 2455 4960. Issue :1, pp.39-42.2015.

- 11) Published a paper titled “An empirical study of derivatives trading and volatility in Indian stock market”, in IJBMSS, International journal of Business, Management & Social Sciences – January 2014, vol.III, Issue 5 (I), ISSN : 2249-7463, pp.32-35.
- 12) Published a paper titled “Industrial Displacement and Development” in Steward Business Review – An International Journal – June 2013 Vol .1, Issue -1, ISSN No, - 2320-9399.
- 13) Published article titled “Analysis of 5 shares from a basket of NIFTY stocks.”, in Global Research Review, Peer Refereed Bi-annual Research Journal of Finance and Management, ISSN 2250-2521 volume II. No.II, December 2012, pp.133-140
- 14) Published an article titled “Industrial Displacement and Development – A case study of Mangalore Special Economic Zone” in M-Infiniti Journal of Management – A double blind peer – reviewed referred National Journal, volume 5, issue 2, December 2012. ISSN 0973-7197. Pp.79-87. The journal is listed in Ulrich International Directory.
- 15) Published article titled “Measuring the performance of Hypothetical Ltd. Using Z-score model” in Indian Journal of Applied Research, listed in International ISSN Directory, Paris. ISSN-2249-555X, volume -1, Issue-10, July 2012. Pp.108-110. (Sr.No.49333).
- 16) Published a paper titled “Performance of Fertilizer Industry in India” in EXCEL International Journal of Multidisciplinary Management Studies – March 2012, Volume : 2 – Issue : 3, ISSN : 2249-8834
- 17) Published a paper titled “Role of Small and Medium Scale industries in current Economic Scenario – A case study of Mangalore SEZ” in *Spurthi* – IMSR Journal of Management Thoughts – A peer reviewed biannual – published by KLE society’s Institute of Management Studies and Research, Hubli – Volume II – Number – 1, January – June, 2012, ISSN: 2249 – 1201.

- 18) Published a paper titled “Women Empowerment & Cooperatives” in International Journal of Research in Commerce and Management, volume : 2, June 2011, Issue No -6, ISSN 0976-2183. (Sr.No.1 & Journal No. 49044)

### **Research Papers Presented at International Conferences**

- 1) Presented a paper titled “Risk and Return Analysis of selected firms in IT sector” at the Multidisciplinary International E-conference on “Emerging Challenges and Opportunities in the field of Commerce, Business, Management and Economics in the present scenario of 21<sup>st</sup> century” organized by IQAC and PG section of NSS College of Commerce and Economics, Mumbai on 30<sup>th</sup> October 2021.
- 2) Presented a paper titled “Ethics in Business – A case study” in the two days international e conference on “Athmanirbhar Bharath (Self Reliant India) : Building Global Competitiveness through Innovation, Integrity and Inclusion”, organized by CMS, Jain (Deemed to be University), Bengaluru on 25<sup>th</sup> and 26<sup>th</sup> June 2021
- 3) Presented paper titled “Business Ethics and Governance” at the International virtual conference on applied science, technology management and language studies (ASTMLS -2020) on 11<sup>th</sup> and 12<sup>th</sup> December 2020 organised by Sona College of Technology, Salem.
- 4) Presented paper titled “Review on Existing organisational culture in BPOs and factors influencing performance of women” at the International virtual conference on applied science, technology management and language studies (ASTMLS -2020) on 11<sup>th</sup> and 12<sup>th</sup> December 2020 organised by Sona College of Technology, Salem

- 5) Presented paper titled “Transformation in women’s status and review on challenges faced by women in Business Process” at the International virtual conference on applied science, technology management and language studies (ASTMLS -2020) on 11<sup>th</sup> and 12<sup>th</sup> December 2020 organised by Sona College of Technology, Salem
- 6) Presented paper titled “Case study on knowledge management in Swatch Bharath Mission” at the International conference on “Emerging Issues and Trends in Intellectual capital and innovative management practices in the global economy” on 13<sup>th</sup> January 2020 organised by Govindadasa College, Surathkal.
- 7) Presented a paper titled “Startup Initiative and Women Empowerment” at one day International Conference on Disruptions in Industry 4.0 - An opportunity for Global Sustainability on 24<sup>th</sup> January 2019 organised by IIBS, International Institute of Business Studies, Bengaluru
- 8) Presented paper titled “Self Help Groups and Entrepreneurship” at an International Conference Ceannaire – 2018 on “Intellectual property rights, Entrepreneurship and Leadership Skills” organized by Milagres College, Mangalore on 31 July 2018.
- 9) Presented a paper titled “Risk and Return Analysis of Pharmaceutical Industry” at the International Conference on Advances in Healthcare Management Services organized by IIM Ahmedabad on 10-11 December 2016
- 10) Presented a paper titled “Contribution of Fisherwomen Cooperative towards empowerment of Women” at the International Conference organized by Department of Management Studies, Velammal College of Engineering and Technology, Madurai on 12-13 December 2012. The paper is published in the edited book

with ISBN No. 978-81-925487-9-1 published by JM International Publishers, Madurai

- 11) Presented a paper titled “Role of Medium Enterprises in development – A case study on MSEZ” at the international conference jointly organized by International Association of Management Scholars and FRI University at Dehradun on 4<sup>th</sup> and 5<sup>th</sup> of November 2011.
- 12) Presented paper at the International Conference at Justice KS Hegde Institute of Management, Nitte on 29,30 Dec 2010 titled “Women Empowerment and Cooperatives – A comparative study of fisheries cooperatives and general women cooperatives”
- 13) Presented paper at the International Conference at Acharyas Bangalore B School on 15-16<sup>th</sup> April 2010. Got best paper award. Paper was published in edited book by Himalaya publishing house pvt, ltd.

### **Research Papers Presented at National Conferences**

- 1) Presented paper titled “Changing Status of Women and Challenges faced by women in BPO units” at the National Conference on “emerging Trends in Business Management” organized by Department of Business Administration, Mangalore University on 30<sup>th</sup> December 2019.
- 2) Presented paper titled “Application of knowledge in waste management” at the National Conference on “emerging Trends in Business Management” organized by Department of Business Administration, Mangalore University on 30<sup>th</sup> December 2019.
- 3) Presented a paper titled “Changing status of women : BPO Era” at the two days National Conference on “Crime against women: Laws and

its implementation” organized by SDM Law College, Mangalore and National Commission for Women, New Delhi on 14<sup>th</sup> and 15<sup>th</sup> December 2019 at SDM Law College, Mangalore.

- 4) Presented a paper on “Women Empowerment on Web based Business and Various government Schemes” at a one- day National Seminar on India in the Web of Digitization organized by St. Aloysius College (Autonomous) on 16<sup>th</sup> January 2019
- 5) Presented paper titled “Culture Impact in Organizations on Women Employee Performance- A review in nutshell” at a National Level Conference Exploring Avenues in Banking Management, IT, Education and Social Sciences organized by Srinivas Institute of Management Studies on 4<sup>th</sup> August 2018
- 6) Presented paper titled “Customer satisfaction with regard to Terminal tours” the ICSSR sponsored two day national level conference on Corporate Social Responsibility (CSR) : Challenges and new Initiatives organized by Department of PG Studies and Research in Commerce, Mangalore University on 14<sup>th</sup> and 15<sup>th</sup> September 2018.
- 7) Presented paper titled “Government schemes to promote entrepreneurship with reference to standup India scheme” at the ICSSR sponsored two day national level conference on Corporate Social Responsibility (CSR) : Challenges and new Initiatives organized by Department of PG Studies and Research in Commerce, Mangalore University on 14<sup>th</sup> and 15<sup>th</sup> September 2018
- 8) Presented paper at the National Conference at MSNM Besant Institute of PG Studies on 3<sup>rd</sup> November 2017 titled “Women Entrepreneurship – A ray of hope”.
- 9) Presented paper at the National Conference at MS Ramaiah Institute of Management on 12, 13<sup>th</sup> August 2010 titled “Performance of Fertilizer Industry in India”.

Paper is published in edited book

- 10) Presented paper at the National Conference at PA College of Engineering on 24<sup>th</sup> 2009 titled “Women Empowerment and poverty alleviation through fisherwomen cooperative societies”.

### **Workshop/FDP/MDP/Conference/Seminars /Refresher Courses attended**

- 1) Attended One Week National Level Faculty Development Programme on “Transformation in Indian Education through New Education Policy – Challenges and Opportunities” from 5<sup>th</sup> to 11<sup>th</sup> June 2021 organised by IQAC of Government First Grade College for Women , Balmatta, Mangalore with St.Aloysius College College (Autonomous) Mangaluru under UGC Paramarsh Scheme sponsored by UGC.
- 2) Attended workshop on online valuation demo on 5<sup>th</sup> Feb 2020.
- 3) Attended National Seminar on “125<sup>th</sup> year of Swami Vivekanandas Chicago Address” organised by Ramakrishna Mission on 10<sup>th</sup> August, 2019
- 4) Attended workshop on “National Assessment and Accreditation awareness” organized by Mangalore University on 30<sup>th</sup> May 2019.
- 5) Attended University Level conference on clean India organized by Ramakrishna Mission, Mangaluru on 9<sup>th</sup> August 2019
- 6) Attended one day teachers’ conference on “Empowering Educators” organised by ICSI – The Institute of Company Secretaries of India held on 6<sup>th</sup> September 2019
- 7) Attended workshop on “Vivel As Samjhauta Nahin – Know Your Rights” and certified as Equality Warrior organized by Vivel in 2019
- 8) Attended one day workshop “Yojana” under the Paramarsh Scheme of UGC held at SDM College(Autonomous), Ujire on 8<sup>th</sup> November 2019
- 9) Attended training programme on SSP at Manipal University in the capacity of e-attestation officers on 22<sup>nd</sup> November 2019.



- 10) Attended Conference on NAAC – New guidelines organized by IQAC, SDM College Ujire at SDM PG Studies, Ujire on 4<sup>th</sup> August 2018
- 11) Attended one day National level workshop on “Managing and safeguarding the personal wealth” organised by Milagres college, Mangalore on 25<sup>th</sup> January 2018
- 12) Attended one day workshop on All India Survey on Higher education organized by Mangalore University, in association with Karnataka State AISHE Unit, Higher Education Secretariate, Govt. of Karnataka, Bangalore at Mangala Auditorium held on 13<sup>th</sup> February 2017
- 13) Attended one day Intensive Executive Development Programme on Talent Management for VUCA World held at Nitte Education International, Mangaluru on 10<sup>th</sup> March 2017.
- 14) Attended one day seminar on “Man Power Planning in Higher Education”, organized by CDC, Mangalore University and Forum of Former Vice Chancellors of Karnataka State Universities at Mangalagangothri on 24<sup>th</sup> October 2017.
- 15) Attended workshop on “Educating for global competencies” organized by ISDC in Gateway Hotel, Mangalore on 8<sup>th</sup> December 2017.
- 16) Attended workshop on ‘Research Funding’ organized by CDC, Mangalore University on 25<sup>th</sup> Feb 2016
- 17) Attended workshop on ‘Teaching: Problems and Prospects’ organized by Srinivas Institute of Technology, Valacchil on 29<sup>th</sup> March 2016.
- 18) Attended Exporters convention, Karnataka: Export vision-2020 organised by Federation of Indian Exporters Organisations on February 13<sup>th</sup> 2012.
- 19) Attended FDP conducted by Dr. Bharath Chandra at SDMCBM on 4<sup>th</sup> March 2011.

- 20) Attended MDP on “Financial Analysis and Modeling using spreadsheets” held at St. Aloysius Institute of Management and Information Technology on 23<sup>rd</sup> and 24<sup>th</sup> September 2011.
- 21) Attended 6 days FDP on Research Methods for Business Management and Social Sciences at Sahyadri College of Engineering and Management from July 23<sup>rd</sup> to 28<sup>th</sup> 2012
- 22) Attended UGC sponsored National conference on Indian Banking system: Challenges ahead organized by SDMCBM in association with Bankers club, Mangalore on 7<sup>th</sup> and 8<sup>th</sup> January 2011.
- 23) Attended UGC sponsored National conference on “Recent trends in cloud computing” organized by SDMCBM in association with Computer Society of India, student chapter-NITK on 14<sup>th</sup>, 15<sup>th</sup> December 2011
- 24) Attended workshop on R- Software for statistical computing from 29<sup>th</sup> May to 1<sup>st</sup> June 2010 in Mangalore University

### **Resource Person**

- (1) Resource Person at a webinar on “Ill effects of Social Media” to NITK students on 23<sup>rd</sup> November 2020.
- (2) Resource Person at a webinar on “Valuation of shares” to Mangalore University II MBA students on 18<sup>th</sup> December 2020.
- (3) Was moderator in the seminar on Augmenting Employability Skills in Management Education on 30<sup>th</sup> January 2020 organised by SDM College of Business Management.
- (4) Was resource person at VTU on 21<sup>st</sup> July 2019 for a TEQIP 1.3 Sponsored Ten-days Workshop on “Research Methodology” held from 15<sup>th</sup> – 24<sup>th</sup> July 2019 organised by Department of P G studies, VTU, Belagavi.

- (5) Was inaugurator and Resource person for Orientation programme at Government First Grade College Punjalkatte on 20<sup>th</sup> June 2019.
- (6) Was resource person for Ramakrishna Missions Swatch Manas Programme organized as a part of Swatchata Abhiyan in various schools of Mangalore.
  - (a) Sri Chaitanya Technoschool, Mangaluru
  - (b) Canara High school, Urwa
  - (c) Kerala Samajam English school, Pandeshwar
  - (d) Vidhyadayinee High School, Surathkal (18<sup>th</sup> September 2019)
- (7) Was resource person at “Sensitization Programme” to Bharath Gas Distributors organized by BPCL at Mothimahal Hotel in the month of June 2018.
- (8) Was Resource person for a training programme organized by BPCL to its distributors from south Karnataka Zone on 16<sup>th</sup> Oct 2018 at BMS Hotel, Mangalore.
- (9) Resource person at the workshop on BBM curriculum revision organized by FOBMAT and SDM CBM on 24<sup>th</sup> December 2011
- (10) Invited as chief guest for talents day programme at NITK school, Surathkal on 16<sup>th</sup> December 2014
- (11) Invited as chief guest to inaugurate the Mother India Programme at Sri Chaitanya Techno School, Mangaluru on 4<sup>th</sup> September 2018

### **Short Term Courses completed**

- (1) Completed Fifteen Days Online Refresher Course organized by Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan MALaviya National Mission on Teacher’s and Teaching (PMMMNTT) of Ministry of Education in collaboration with Barkatullah University, Bhopal and

Droit Penale Group, Prayagraj obtaining GRADE A as required for promotion under CAS of UGC and AICTE from 15th to 30th June 2021.

- (2) Cleared certificate course MOS – Excel on 17<sup>th</sup> February 2020.
- (3) Completed certificate course on “How to peer review a review article” on 25<sup>th</sup> April 2020 organised by Elsevier – Research Academy.
- (4) Completed certificate course on “A guide to journal citation metrics” on 16<sup>th</sup> May 2020 conducted by Elsevier – Research Academy
- (5) Certified as “Online ready faculty” by Entercon training services Pvt.Ltd on 2<sup>nd</sup> August 2020.

### **Membership of Professional Bodies**

- (1) Life Member of MMA with PLM 585 dated 22-3-2007
- (2) Life member of Indian Red cross Society.
- (3) Life member of Inspira Research Association (IRA) with LM-IRA-673.

### **Consultation Undertaken**

- (1) Guided a live project survey on customer service at 26 branches of Indian Overseas Bank in Dakshina Kannada and Udupi district in the month of December 2019
- (2) Completed the recruitment test as a part of the selection process for DKMU, Mangalore dairy – 2018. Project Cost Rs.1,10,000.
- (3) Guided a live project on Feasibility Study of Solar Products in Karnataka State for Manipal-Ace Startup Project in the year 2014.
- (4) Completed the recruitment test as a part of the selection process for DKMU, Mangalore dairy – 2016. Project Cost Rs.1,00,000.

### **Membership in academic bodies of other Universities**

- (1) Nominated as the doctoral committee member of Prist University, Tamilnadu from 2013 to 2018.

(2) Was external examiner for Pre PhD comprehensive open viva –voce for PhD thesis to be submitted to VTU.

(3)BOE member at Nitte University and St. Aloysius College(Autonomous) in the year 2018 -19 and 2019-20

### **Participation in the board of Research Journals**

(6)Editor of Journal of Management Studies and Academic Research with ISSN No.2455-4960 publish by SDM PG Centre for Management Studies and Research, Mangalore

(7)Editorial Board member of Journal of Applied Management and Advanced Research (JAMAR) published by Imperial Publications, Mumbai

(8)Advisory board member of Global Research Review – Journal of Innovative Research in Commerce and Management With ISSN No.2250-2521 published by Besant Evening College.

### **Special Responsibilities handled at the Institute**

(1) Nodal officer for AISHE, MHRD, representing SDM PG Centre for Management Studies and Research, Mangalore.

(2) IQAC coordinator at SDM PG Centre for Management Studies and Research, Mangalore.

(3) Was the placement officer from 2015 to 2017 at SDM PG Centre for Management Studies and Research, Mangalore.

### **Programmes and Conferences organized at the Institute**

1. Organizing secretary of National Conference held on 6<sup>th</sup> February 2012, by SDM PG Centre for Management Studies and Research, Mangalore.

2. Organizing secretary of Faculty Development Programme held on 21 February 2013 at SDM PG Centre for Management Studies and Research, Mangalore.

4. Organised National Conference on the theme “Management Nxt” on 22<sup>nd</sup> March 2019.

5. Coordinated two days National Level Conference Anuvarthi(Business needs Governance) organized by SDM PG Centre for Management Studies and Research in association with ICSI Southern India Region and Mangaluru Chapter on 1<sup>st</sup> and 2<sup>nd</sup> November 2019. The funding was Rs1,25,000/- by ICSI.

#### **Webinars Attended during Pandemic**

Webinar	: 50
Webshop	:13
Online FDP	: 9
Online Quiz	: 5
WebCon	: 2
Websymposium	:1