

Name of the faculty: Mrs. Sumathi

Designation: Assistant Professor

No. of years of teaching experience: 21 years

No. of years of Industry experience: Nil

Subjects taught to MBA students

- (a) Management Accounting
- (b) Security Analysis and Portfolio Management
- (c) International Financial Management
- (d) Strategic Management

Publications

- Published an article entitled “A Study on impact of Crude Oil Prices on Indian Economy with special reference to Currency Rates” in International Journal of Business Management and Allied Sciences , ISSN No. 2349 – 4638.
- Published an article entitled “A Study on Recent Performance of Stock market and its implications on the Economy” in North Asia International Research Journal of Multidisciplinary , ISSN No. 2454 – 2326.
- Published an article entitled “Value Based HRM at MNCs of Mangalore”, ISSN No. 2319 – 1953.
- Published an article entitled “Consumer Buying Behaviour towards Organic Food – A study in Mangalore, ISBN No. 978 – 93 – 5258 – 980 - 7.
- Published an article entitled "Impact of Advertisements on Consumer Behaviour of Cosmetic Products – A study in Mangalore”, ISBN No. 978 – 93 – 5265 – 656 - 1.

- Published an article entitled “A study on consumer behavior of consumers towards instant food products in Mangalore” ISBN No: 978 – 81 – 927923 – 2 – 3.

Research paper presentations

(a) At International Conferences

- “A Study on impact of Crude Oil Prices on Indian Economy with special reference to Currency Rates” at the International Conference ATMIYA – LINCOLN 2020 held on 3rd and 4th December, 2020 at Atmiya University, Rajkot.
- “A Study on Recent Performance of Stock market and its implications on the Economy” at the International Conference ATMIYA – LINCOLN 2020 held on 3rd and 4th December, 2020 at Atmiya University, Rajkot.
- “A Study on Volatility of Sensex with special reference to major market players” at the international conference on ‘A Decade of Global Financial Crisis: Antecedents, Aftermath and the challenges Ahead’ held at AIMIT, Beeri, Mangalore on 9th April 2019.

(b) At National Conferences

- “A Study on Volatility of Sensex with special reference to major market players” at the international conference on ‘A Decade of Global Financial Crisis: Antecedents, Aftermath and the challenges Ahead’ held at AIMIT, Beeri, Mangalore on 9th April 2019.
- “Cashless Economy and Digitisation” at the National Seminar on ‘India in the web of Digitisation’ held at St. Aloysius College, Mangalore on 16th January, 2019.

- “Digitisation of Education” at the National Seminar on ‘India in the web of Digitisation’ held at St. Aloysius College, Mangalore on 16th January, 2019.
- “Consumer Buying Behaviour towards beauty care products – A study in Mangalore” at the national level conference on ‘Exploring issues in Banking, Management, IT, Education and Social Sciences’ at Srinivas Institute of Management Studies, Mangalore on 4th August, 2018.
- “Impact of Advertisements on Consumer Behaviour of Cosmetic Products – A Study in Mangalore at the national conference held on ‘Innovations and Transformations in Banking, Management, IT, Education and Social Sciences’ held at Srinivas Institute of Management Studies, Mangalore on 26th and 27th August 2016.
- “Consumer Awareness and Perception towards Cosmetic products – a study in Mangalore” at the national level seminar on ‘Global Contemporary issues, Innovations and Future Challenges in Business and Management’ held at Sri Bhuvanendra College, Karkala on 6th April 2016.
- “Impact of Package Design on Consumer Behaviour of FMCG Products – A study in Mangalore” at National Seminar on ‘Multivariate Data Analysis in Commerce and Management’ held at Catholocate College, Pathanamthitta, Kerala on 28th and 29th November 2014.
- “A study on Buying Behaviour of Consumers towards organic food – A study in Mangalore at the International Conference on ‘Agribusiness Management – opportunities and challenges’ held at Sahyadri College of Engineering and Management during 9 – 11th October , 2014.
- “A study on buying behavior of consumers towards instant food products in Mangalore” in the State Conference “Challenges of food processing sector in

Karnataka” held at St. Mary’s College, Shirva On 20th and 21st December 2013.

- “Direct Sales – a challenge to Indian Retail Industry” at National Conference at NMC, Sullia on 15th and 16th September, 2011.

Conferences/ Seminars/Workshops/FDP/Refresher Course attended

- EDP on “Equity Mutual Funds for Wealth Creation” at Justice K S Hegde Institute of Management, Nitte on 16th October 2019.
- Seminar on the theme ‘Education for Character’ held at Ramakrishna Mathh, Mangalore on 15th February, 2019.
- National Conference on “Consolidating Social Enterprises through Corporate Social Responsibility Initiatives: Issues and Challenges” at A J Institute of Management, Mangalore on 14th and 15th December 2018.
- Workshop on “Taxation planning” at Mangalore University on 31st August 2017.
- Seminar on “Art of Success” at Town Hall, Mangalore.
- Workshop on “Personality Development” at Amritha Vidyalayam on 20th August 2016.
- FDP on “Fruitful Research for Prolific Researchers” at Aloysius Institute of Management and Information Technology during 19th to 21st August 2015.
- Seminar “Shraddha” at Ramakrishna Math on 9th September, 2015.
- National level Seminar on “Emerging issues in Global Economy, Commerce and Management: Challenges and Strategies for International Competitiveness” at Sri Bhuvanendra College, Karkala on 26th July, 2014.

- National Conference on “Talent Strategy in Challenging Business Environment” organised by NIPM, held at Hotel Moti Mahal, Mangalore on 26th April, 2014.
- Rachana World Convention of Mangalorean Businessmen and Entrepreneurs – MAGNET held at TMA Pai Convention Centre, Mangalore on 6th April 2014.
- Intensive Executive Development Programme on “Unleashing Mind Power for High Performance Leadership” at Justice K S Hegde Institute of Management, Nitte on 7th September 2012.
- Exporters’ Convention – Karnataka Export Vision 2020 at TMA Pai Convention Centre, Mangalore on 13th February 2012.
- Workshop on “SPSS for Data Analysis” at Mangalore University on 19th November 2011.
- 12 days FDP on “Entrepreneurship for College Professors and Lecturers” at Srinivas College of PG Management Studies Mangalore during 30th March to 10th April, 2005.
- National level conference on” Social Responsibilities of Educational Institutions” at Canara First Grade College, Mangalore.

Resource Person

- Resource person in State level Seminar on “Management Education at Cross Roads” at Vivekananda College, Puttur on 27th December, 2014.
- Resource person for the workshop on “National Academic Depository” on 27th March, 2018.
- Workshop on “Savings and Investments” at Govt. First Grade College , Shankaranarayana, Udupi on 27th June, 2019.

- Resource Person for Dealer Sensitization Program organized by Bharat Petroleum for providing training to Bharat Gas dealers of Karnataka State at Hotel Moti Mahal, Mangaluru on 5th June, 2018.

Other Achievements

Award Won:

Awarded for 'Best Paper Presentation in International Conference ATMIYA – LINCOLN 2020 held on 3rd and 4th December, 2020 at Atmiya University, Rajkot.