

Name : DR. Prameela S Shetty
Qualification : MBA, M.Com, Ph.D, KSET
Designation : Associate Professor
Ph.D Guide in Management

No. of years of teaching experience: 20 years

Subjects taught to MBA students

- (a) Strategic Financial Management
- (b) Mutual Financial Services
- (c) Corporate Financial Restructuring
- (d) Operations Research
- (e) Business Research Methods
- (f) International Business Environment

Research Publications

- 1) Published article “A study on consideration of Environmental concern y the owners of electrical vehicles during the purchase decision” in Educational Administration: Theory and Practice, 2024, 30(s), 13033-13039, ISSN 2148-2403, vol.30. no:5 (2024), Q3in Scopus and Sci Mago, DOI:<http://doi.org/10.53555/kuely.v3015.5658> published on 31st May 2024.
- 2) Published paper titles “Empowerment of fisherwomen” in Journal of Modern Management and Entrepreneurship (JMME), volume 13, No.02, **Issue April-June 2023**, peer reviewed refereed journal, ISSN:2231-167X, Impact factor 6.889, UGC valid journal (The Gazettee of India, Extraordinary Part III, Sec.4, dated July 18, 2018).
- 3) Published paper titled “A study on perception of customers buying towards health insurance products in Mangalore city” in Journal of Management Studies and Academic Research, with ISSN No.2455 4960, Issue 7, March 2022.

- 4) Published paper titled “Willingness of MSME’s of Dakshina Kannada District to Install Waster Treatment System” in Shodhsamhita, Peer Reviwed Refereed UGC Care Group1 Journal with ISSN No.2277-7067, Volume No.IX, Issue 2(I), **July 2022**, published by Kavi Kulaguru Sanskrit University, pp.398-51.406.
- 5) Published paper titled “A study on wet waste composting techniques and its utility” in European Chemical Bulletin, July 2023 E:ISSN:2063-5346, Q4-Scopus Indexed journal published by Deuton-X Ltd,)1.6 cite score 2022, 0.247 SJR 2022).
- 6) 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.
- 7) 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.
- 8) 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.
- 9) 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. Indexed in IJIF, INFOBASE INDEX, INDUS COPERNICUS INTERENATIONAL and Scientific Journal.

- 10) 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.
- 11) 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.
- 12) 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.
- 13) 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.
- 14) 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).
- 15) 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.
- 16) 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.
- 17) 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.

- 18) 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
- 19) 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. Listed in Ulrich International Directory.
- 20) 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).
- 21) Published a paper titled “Performance of Fertilizer Industry in India” in EXCEL International Journal of Multidisciplinary Management Studies – March 2012, Vol: 2, Issue : 3, ISSN : 2249-8834
- 22) 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.
- 23) 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 & JournalNo. 49044).

Research Papers Presented at International Conferences

- 1) Presented paper titled “A study on disposal of sanitary pads – Challenges faced by women” at the International conference organized by Khandesh College of Education Society’s College of Engineering and Management in association with IRA on 14-15 October 2024.

- 2) Presented paper titled “The need for wellbeing policies for women in Business Process Outsourcing Units: An exploratory study” at the International conference organized by Khandesh College of Education Society’s College of Engineering and Management in association with Inspira Research Association on 14-15 October 2024.
- 3) Presented research paper titled “A study on attitude towards environmental concern by the customers of Electrical vehicles” at the International e-conference organized by Borderman, Institute of Border Security studies, New Delhi & Kamal Institute of Higher Education & Advance Technology, Delhi and IRA, Jaipur on 24th and 25th May 2024.
- 4) Presented paper titled “A study on trend of electrical vehicles among the present generation” at the two days international conference conducted by Srinivas University on 12th and 13th October 2023.
- 5) Presented a paper titled “Empowerment of fisherwomen” at the International e-conference on Innovative sustainable practices : A global multidisciplinary approach organized by the School of Business, The Assam Kaziranga University, Assam on 1st and 2nd June 2023.
- 6) Presented a paper titled “Women in Business Process Outsourcing units – Challenges in transformation era” at the International e-conference on Innovative sustainable practices : A global multidisciplinary approach organized by the School of Business, The Assam Kaziranga University, Assam on 1st and 2nd June 2023.
- 7) 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 21st century” organized by IQAC and PG section of NSS College of Commerce and Economics, Mumbai on 30th October 2021. **This paper won the Best Paper Presentation award.**

- 8) Presented a paper titled “Ethics in Business – A case study” in the 2 days international conference on “Athmanirbhar Bharath: Building Global Competitiveness through Innovation, Integrity and Inclusion”, organized by CMSJain University, Bengaluru on 25th-26th June 2021.
- 9) Presented paper titled “Business Ethics and Governance” at the International virtual conference on applied science, technology management and language studies (ASTMLS -2020) on 11th and 12th December 2020 organised by Sona College of Technology, Salem.
- 10) 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 11th and 12th December 2020 organised by Sona College of Technology, Salem.
- 11) 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 11th and 12th December 2020 organised by Sona College of Technology, Salem.
- 12) 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 13th January 2020 organised by Govindadasa College, Surathkal.
- 13) 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 24th January 2019 organised by IIBS, International Institute of BusinessStudies, Bengaluru.

- 14) 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.
- 15) 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 Dec 2016.
- 16) 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.
- 17) 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 4th and 5th of November 2011.
- 18) 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”
- 19) Presented paper at the International Conference at Acharyas Bangalore B School on 15-16th April 2010. Published in edited book by Himalaya publishing house pvt, ltd. **Won best paper award**

Research Papers Presented at National Conferences

- 1) Presented paper titled “An empirical study of women cooperatives in empowering fisherwomen” in National Level conference on prospects of women empowerment in present era organized by RA Arts Shri MK Commerce and Shri SR Rathi Science Mahavidhyalaya Washim on 26Ap 23.

- 2) Presented paper titled “Empowerment of fisherwomen through fisheries cooperative societies” at the National Conference organized by AJ Institute of Management, Mangalore on 30th and 31st January 2023.
- 3) Presentation paper titled “Implementation of waste water treatment in Industrial units of Dakshina Kannada district” at the National Level Seminar organized by Department of Business Administration, Mangalore University on 13th August 2022.
- 4) 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 30thDecember 2019.
- 5) 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 30th December 2019.
- 6) 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 14th and 15th December 2019 at SDM Law College, Mangalore.
- 7) 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 16th January 2019.
- 8) 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 4th August 2018.

- 9) 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 14th and 15th September 2018.
- 10) 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 14th and 15th Sep 2018.
- 11) Presented paper at the National Conference at MSNM Besant Institute of PG Studies on 3rd Nov 2017 titled “Women Entrepreneurship – A ray of hope”.
- 12) Presented paper at the National Conference at MS Ramaiah Institute of Management on 12, 13th August 2010 titled “Performance of Fertilizer Industry in India”. Paper is published in edited book.
- 13) Presented paper at the National Conference at PA College of Engineering on 24th 2009 titled “Women Empowerment and poverty alleviation through fisherwomen cooperative societies”.

Resource Person

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

- (5) Was inaugurator and Resource person for Orientation programme at Government First Grade College Punjalkatte on 20th June 2019.
- (6) Was resource person for Ramakrishna Missions Swatch Manas Programme organized as a part of Swatchata Abhiyan in various schools of Mangalore in 2019.
 - (a) Sri Chaitanya Technoschool, Mangaluru
 - (b) Canara High school, Urwa
 - (c) Kerala Samajam English school, Pandeshwar
 - (d) Vidhyadayinee High School, Surathkal
- (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 16th Oct 2018 at BMS Hotel, Mangalore.
- (9) Invited as chief guest to inaugurate the Mother India Programme at Sri Chaitanya Techno School, Mangaluru on 4th 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 17th February 2020.
- (3) Completed certificate course on “How to peer review a review article” on 25th April 2020 organised by Elsevier – Research Academy.
- (4) Completed certification programmes from Infosys SpringBoard in 2024

- (5) Completed certificate course on “A guide to journal citation metrics” on 16th May 2020 conducted by Elsevier – Research Academy

Membership of Professional Bodies

- (1) Life Member of MMA with PLM 585 dated 22-3-2007. Secretary for the period 2023-25.
- (2) Life member of Indian Red cross Society.
- (3) Life member of Inspira Research Association (IRA) with LM-IRA-673.

Project and Consultation Undertaken

- (1) Completed a project for the 47th Series of Student Project Proposal sponsored by Karnataka State Council for Science and Technology, IISc, Bangalore an amount of Rs.3500/- in July 2024.
- (2) Completed a project for the 46th Series of Student Project Proposal sponsored by Karnataka State Council for Science and Technology, IISc, Bangalore an amount of Rs.5000/- in January 2023. The project was selected for seminar presentation organized at Alva’s College of Engineering and Technology in August 2023.
- (3) Completed a project for the 45th Series of Student Project Proposal sponsored by Karnataka State Council for Science and Technology, IISc, Bangalore an amount of Rs.6000/- in August 2022.
- (4) 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.
- (5) Completed the recruitment test as a part of the selection process for DKMU, Mangalore dairy – 2018. Project Cost Rs.1,10,000.
- (6) Completed the recruitment test as a part of the selection process for DKMU, Mangalore dairy – 2016. Project Cost Rs.1,00,000.
- (7) Guided a live project on Feasibility Study of Solar Products in Karnataka State for Manipal-Ace Startup Project in the year 2014.

Membership in academic bodies of other Universities

- a. Nominated as the doctoral committee member of Prist University, Tamilnadu from 2013 to 2018.
- b. External examiner for Pre PhD comprehensive open viva –voce for PhD thesis to be submitted to VTU.
- c. Doctoral committee member for PhD thesis of Yenepoya University
- d. BOE member at Nitte University and St. Aloysius College(Autonomous) in the year 2018 -19 and 2019-20.
- e. BOE member at St.Joseph College (Autonomous) for the term 2024-26

Participation in the board of Research Journals

1. 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.
2. Editorial Board member of Journal of Applied Management and Advanced Research (JAMAR) published by Imperial Publications, Mumbai.
3. 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) President of IIC (Institutes Innovative Cell) of AICTE, MHRD, New Delhi, representing the institute.
- (2) Nodal officer for AISHE, MHRD, representing SDM PG Centre for Management Studies and Research, Mangalore.
- (3) IQAC coordinator at SDM PG Centre for Management Studies and Research, Mangalore.
- (4) Was the Nodal Officer for UUCMS from 2020 to 2024.
- (5) 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 6th February 2012, by SDM PG Centre for Management Studies and Research, Mangalore.
2. Organizing secretary of FDP held on 21 February 2013 at SDM PG Centre for Management Studies and Research, Mangalore.
3. Organised National Conference on the theme “Management Nxt” on 22nd March 2019.
4. 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 1st and 2nd November 2019. The funding was Rs1,25,000/- by ICSI.
5. Organised two days online FDP on “Individual and Professional Development” to non-teaching staff on Higher Education Institutions of Karnataka state on 9th and 10th July 2020.
6. Organised two days workshop on “NAAC a way forward” in association with SDM College (Autonomous), Ujire under UGC Paramarsh scheme on 15th and 16th December 2020.
7. Organised a webinar on “Business Governance and Financial Growth” in association with ICSI Mangaluru Chapter on 4th December 2020.
8. Was the coordinator of the International e-conference on “COVID-19 Pandemic – A game changer in both Industry and Academia” on 8th and 9th October 2021.
9. Organised State Level NAAC sponsored Seminar on 12th October 2023. The amount sanctioned by NAAC was Rs.30,000/-
10. Organised Shreshtha 2024 National level Intercollegiate UG and PG Management, Cultural and Sports Fest on 20-21 August 2024.