

Name of the faculty : A Prashanth Kumar

Designation : Assistant Professor

No. of years of teaching experience: 16

No. of years of Industry experience: 1

:1Subjects taught to MBA students

- a) Business Accounting
- b) Management Accounting
- c) Business Ethics
- d) International Marketing Management
- e) Brand Management
- f) Corporate Financial Restructuring
- g) Operation Research
- h) Production and Operation Management
- i) Principles and Practices of Management
- j) Tax Planning
- k) Financial Services
- l) Behavioural Finance

Publications

1. Published a Paper titled “Financial Innovation through CBDC A New Era of Digital Payments in India” in International Journal of Advances in Engineering and Management (IJAEM) ISSN No- 2395-5252
2. Selectivity and Market Timing Performance of Mutual Funds in Emerging Markets: An Evidence from India in European Economic Letters ISSN No- 2323-5233
3. Paper titled “A Study on Impact of Crude Oil Prices On Indian Economy With Special Reference to Currency Rates” has been published in IJBMAS A Peer Reviewed and refereed International Journal (ISSN ONLINE- 2349-4638 VOLUME 7, ISSUE 4, OCTOBER- DECEMBER 2020)
4. Paper titled “A Study on Recent Performance of Stock Market And Its Implications on the Economy” has been published in NAIRJC Multidisciplinary International Journal (ISSN ONLINE- 2454-2326 VOLUME 6, ISSUE 12 DECEMBER 2020)
5. Paper titled “A study on volatility of Sensex with Special Reference to Major Market Players “has been published in International Journal of Management IT and Engineering. (ISSN ONLINE- 2249-0558 VOLUME 9, ISSUE 7 JULY

2019)

6. Paper titled “A study on Possible Impact of Brexit on EU and Global Economy” has been published in NAIRJC International Journal. (ISSN ONLINE- 2454-2326 VOLUME 3, ISSUE 3 MARCH 2017)
7. Paper titled “A study on Demonetization and Brexit- Its impact on the exchange rate movements of major currencies” has been published in International Research Journal Of Management and Commerce (IRJMC) (ISSN ONLINE- 2348-9766 VOLUME 4- ISSUE 03 MARCH -2017)
8. Published a paper titled- “A Study on Customers Awareness and Adaptability to Green Banking With Special Reference to Graduates in Dakshina Kannada District” in IJAR (ISSN online- 2320-5407 volume 5, issue 1, January 2017)
9. Paper titled “A study on Demonetization of 500 and 1000 Rupee notes and its impact on various sectors of economy” has been published in Euro Asia research and development association (ISSN ONLINE- 2249-7382 VOLUME 6- ISSUE 12 DECEMBER-2016)
10. Paper titled “A Challenges and Opportunities of Government Schools” has been published in Pezzottaite International Journal. (ISSN ONLINE- 2319-9040 VOLUME 5- JULY – SEPTEMBER ISSUE 2016 PAGE NO 2352 - 2358)
11. Paper titled “Prospects and the problems of Rural Entrepreneurship -A case study of Sanjeevana” has been published in NAIRJC International Journal. (ISSN ONLINE- 2454-2326 VOLUME 2, ISSUE 6 JUNE 2016)
12. Paper titled “Analysis of selected securities with reference to Iron and Steel industries listed in NSE” has been published in Pezzottaite International Journal. (ISSN ONLINE- 2279-090X VOLUME 5- APRIL – JUNE ISSUE 2016 PAGE NO 2387 - 2393)
13. Paper titled “A study on correlation between Sensex movements and Foreign Institutional Investment in Equity and Debt with reference to NSE” has been published in Pezzottaite International Journal. (ISSN ONLINE- 2279-090X VOLUME 5- APRIL – JUNE ISSUE 2016 PAGE NO 2368 -2374)
14. Paper titled “A study on security analysis of selected 15 stocks of NSE ” has been published in International Journal of Innovative Research and Development” (ISSN ONLINE- 2278-0211 VOLUME 5 ISSUE 5 APRIL 2016)
15. Paper titled “A practical study on selection of stocks among nationalized banks” has been published in International journal of Multidisciplinary Research Academy publication. (ISSN ONLINE- 2249-0558 VOLUME 4 ISSUE 9 SEPTEMBER 2014)

16. Paper titled “Analyzing Opportunities available to Investor for Investment in Automobile Industry” has been published in NAIRJC publication. (ISSN ONLINE- 2454-2326 VOLUME 2, ISSUE 5 MAY 2016)
17. Paper titled “Corporate Hedging for Foreign Exchange Risk in India“ has been published in Euro Asia publication in February issue 2016 (ISSN ONLINE- 2231- 5985 VOLUME 6)
18. Paper titled “Brand awareness among customers in relation to FMCG Products” has been published in Pezzottaite International Journal. (ISSN ONLINE- 2279- 0942 VOLUME 5- JAN – MARCH, ISSUE 2016 PAGE NO 2025-2032)
19. Retaining youths in Agriculture - Opportunities and Challenges” in (IJMSS Journal, VOLUME 3, ISSUE -FEB 2015. ISSN -2321-1784)

Research Paper Presentations

(a) At International Conferences

1. Presented a paper titled “ A Study on Sustainable Growth in Financial Sector in India with Special Reference to Green Finance Initiative” in the International Conference on “Sustainable Development Goals in Action - Empowering Solutions for a Sustainable World” organised by MSNIM Besant, Mangalore on 26th June 2025.
2. Presented a paper titled “ A Study on health impacts of traffic pollution on traffic police” in the International Conference on “Sustainable Development Goals in Action - Empowering Solutions for a Sustainable World” organised by MSNIM Besant, Mangalore on 26th June 2025.
3. Presented a paper titled “ A study on Perception and Attitude towards Financial Planning for Retirement among working Individuals” in the one day International conference on the theme Transforming management paradigms: A I for dynamic Business world organised by AJIM on 22 August 2025.
4. Paper titled “A study on Possible Impact of Brexit on EU and Global Economy” has been presented in International Conference held in MSNM Besant PG Studies in Management
5. Presented a paper titled- “A Study On Customers Awareness And Adaptability To Green Banking With Special Reference To Graduates In Dakshina Kannada District” on THREE days International conference on “GREEN BANKING:PERCEPTIONS AND CHALLENGES -2017” organized by Department of post graduate studies in commerce, University college Mangalore

6. Paper titled- “Higher education -Ethical issues and challenges ” has been published on the proceedings Fourth International conference on “Higher Education : Special emphasis on Management Education“ organized by Justice K.S Hegde Institute of Management , Nitte. (Social Science Research Network -ISBN NO- 978-93-5196- 889)
7. Presented a paper on „Corporate Hedging For foreign Exchange Risk in India“ in an International conference held at R V Institute of Management, Bangalore.

(b) At National Conferences

1. Presented a paper titled- “A study on investment in various sectors with special reference to Make In India” on two day National Conference on “ Skill India to leverage Make in India: Initiatives and Challenges” organized by AJIM, Mangalore
2. Presented a paper titled- “Analysis of Goods and Services Tax- Implementation and Implication” on one day National Conference on “Pay India -2017” organized by Department of post graduate studies in commerce, University evening college Mangalore
3. Presented a paper on „Mutual Funds“ in National Level Conference held at Srinivas Management College, Olacchil.
4. Presented a paper titled- “A study on investment decision on life insurance of home makers – limitations and challenges” on two day National Conference on “Feminine qualities and leadership FEMCON-2014 “ organized by Department of post graduate studies in commerce, University college Mangalore
5. “A study on investment decision on life insurance of home makers – limitations and challenges” has been published on the proceedings of two day national conference on “Feminine qualities and leadership FEMCON-2014” organized by Department of post graduate studies in commerce, university college Mangalore

Other Achievements

1. Successfully Completed NPTL Course on Financial Institutions & Market offered by IIT Kharagpur
2. Successfully Completed NSE Certification in Financial Education Certification NSIM Series – XVIII
3. Successfully Completed NSE Certification in Mutual funds, NSIM Series – V
4. Delivered a guest talk on the topic “Wealth Creation through Mutual Funds with special reference to SIP “for the students of MBA (IB) and M.com at University Evening College, Mangalore.

5. Delivered a guest talk on the topic “Investment avenues with special reference to Mutual Funds” for the students of Govt. First Grade College for Women, Mangalore.
6. Delivered a guest talk on the topic “Mutual Fund Investments “for the students of P.G Studies in Commerce at University College, Mangalore.
7. Conducted a workshop on the topic “Wealth Creation through Mutual Funds” for the students of BBA at First Grade Degree College and P.G Studies Centre, Kumta.
8. Delivered a Guest talk on the topic Mutual Funds for M.com Final Year students at St. Agnes College (Autonomous), Mangalore.
9. Delivered a Guest talk on the topic “Mutual Funds for wealth Creation “at Dr. NSAM First Grade College, Nitte for BBA and B.com Students. Conducted a Staff Development Program on the topic “Managing your Personal Finance” at Diya System, Mangalore.
10. Conducted a Staff Development Program on the topic “Managing your Personal Finance” at ISIRI Technologies Pvt. Ltd. Mangalore.
11. Conducted a Staff Development Program on the topic “Managing your Personal Finance” at NOVIGO Solutions Pvt Ltd. Mangalore on June.
12. Conducted a workshop on the topic “Career Guidance” for B.com Final Year Students, at Govt. First Grade College, Shankara Narayana, Udupi District

