

Name of the faculty: Mrs. Sumathi

Designation: Assistant Professor

No. of years of teaching experience: 25 years

Subjects taught:

- Strategic Cost management
- International Business Environment
- Investment Analysis and Portfolio Management
- International Financial Management
- Business Ethics and Social Responsibility
- Management Accounting
- Strategic Management
- International Financial Environment
- Counselling Skills for Managers
- Next-Gen Finance: Digital & Cashless Economy

Publications

- “Financial Innovation through CBDC A New Era of Digital Payments in India” in International Journal of Advances in Engineering and Management (IJAEM), ISSN: 2395-5252 Volume 6, Issue 11, pp: 610-614, December 2024.
- “Analysis of Factors influencing Investment Decision in Cryptocurrencies with special Reference to Mangalore city of Karnataka – An Investors Perspective” in International Journal of Advanced Research, 10(12), December 2023, 449 – 455, ISSN: 2320-5407.
- “A Study on Performance of Gold ETFs listed on NSE” in Mukht Shabd Journal Volume XII, Issue VIII, AUGUST/2023 ISSN NO: 2347-3150.
- “A Comparative Analysis of Sensex Movement & Selected Nifty Index with Special Reference to Investment Prospects” in International Journal of Research in Academic World, July2023; 2(7):177-184, E- ISSN: 2583-1615 Impact Factor (SJIF): 6.092.
- “Performance of Mutual Fund Schemes in India - A Comparative Study” in International Journal of Research Publication and Reviews, Vol 4, no 8, pp 122-129 August 2023, ISSN 2582-7421.
- “Investment Prospects in Gold and Gold ETFs – A Comparative Study” in International Journal of Social Relevance & Concern (IJSRC) ISSN-2347-9698, Volume 9 Issue 12 December 2021.
- “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.

- “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.
- “Value Based HRM at MNCs of Mangalore”, ISSN No. 2319 – 1953.
- “Consumer Buying Behaviour towards Organic Food – A study in Mangalore, ISBN No. 978 – 93 – 5258 – 980 - 7.
- "Impact of Advertisements on Consumer Behaviour of Cosmetic Products – A study in Mangalore”, ISBN No. 978 – 93 – 5265 – 656 - 1.
- “A study on consumer behavior of consumers towards instant food products in Mangalore” ISBN No: 978 – 81 – 927923 – 2 – 3.

Research Paper Presentations

➤ At International Conferences

- ‘A study on Perception and Attitude towards Financial Planning for Retirement among Working Individuals’ in the International Conference on ‘Transforming Management Paradigms: AI for Dynamic Business World’ organised by A J Institute of Management, Mangalore on 22nd August, 2025.
- “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 Manel Srinivas Nayak Institute of Management, Mangalore on 26th June 2025.
- “Financial Innovation through CBDC A New Era of Digital Payments in India” in the International Conference DRISHTI-2024 A New Era in Management, Engineering, Science & Technology organised by Vivekananda College of Engineering and Technology, Puttur on 11th September 2024.
- 'Performance of Gold Exchange Traded Funds Listed on NSE' on 12th and 13th October 2023.
- “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.

➤ **At National Conferences**

- “Cashless Economy and Digitization” at the National Seminar on „India in the web of Digitization“ held at St. Aloysius College, Mangalore on 16th January, 2019.
- “Digitization of Education” at the National Seminar on ‘India in the web of Digitization’ held at St. Aloysius College, Mangalore on 16th January, 2019.
- “Consumer Buying Behavior 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 Catholicate 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

- AICTE Training And Learning (ATAL) Academy Faculty Development Program on ‘Fostering Brilliance: Life Skills for Women’s Professional Excellence’ during 15 - 20 December 2025.
- FDP on “A systematic way of Research Paper Writing” organised by Research Foundation of India during 08 – 12 December 2025.
- Five days FDP on “Empowering Faculty for High Impact Research and Publication” organised by Manel Srinivas Nayak Institute of Management, Mangalore during 5 – 9 May 2025.
- International FDP on ‘Mastering Academic Research: Grant Writing, Data Analysis and Funding Opportunities’ organized by St. Claret College, Bangalore held during 24 - 29 March 2025.
- Five days International FDP on ‘Future Generation Networking’ organized by The Presidency School of Information Science from 17th February to 21st February, 2025.
- One week FDP on ‘5G Networks Slicing & Applications’ organized by Presidency School of Information Science, Presidency University, Bengaluru held during 11 - 15 November 2024.
- 5 Days international FDP on ‘Research Paper Writing and Concepts’ organized by Research Foundation of India held during 5 - 6 February 2025.
- International webinar on “Next Generation Networks” organised by Presidency School of Information Science (PSIS), Presidency University, Bengaluru on 27th September, 2024.
- Workshop on ‘Navigating the Literature: Essential Skills for PhD Researchers’ organised by Manel Srinivas Nayak Institute of Management, Mangalore on 30th November, 2024.
- One week FDP on ‘5G Networks Slicing & Applications’ organized by Presidency School of Information Science, Presidency University, Bengaluru held during 11 - 15 November 2024.
- FDP on ‘A Step-by-Step Guide to write a Good Research Paper’ organized by Research Foundation of India & RFI - CARE, held during 06 - 15 May 2024.
- International FDP on ‘Business Analytics and Business Intelligence’ organized by Research Foundation of India & RFI - CARE, held during 21 - 28 August 2023.

- One day webinar on “Industry 4.0: Applications of Deep Learning and Artificial Intelligence in Computer Vision Perspectives” organised by school of Computer Science and Engineering & Information Section, Presidency University, Bengaluru on 13th October 2023.
- 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 “Enterpreneurship 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 for the “Career Guidance Programme” at Sri Bhuvanendra College, Karkala on 12th November, 2025.
- Resource person for the “Career Guidance Programme” at Upendra Pai Memorial College, Kunjibettu, Udupi on 10th November, 2025.
- Resource person for the Workshop on “Corporate Etiquettes” at Govt. First Grade College, Shankaranarayana, Udupi on 6th December, 2021.
- Resource person for the Workshop on “Savings and Investments” at Govt. First Grade College, Shankaranarayana, Udupi on 27th June, 2019.
- Resource person for the workshop on “National Academic Depository” on 27th March, 2018.
- 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.
- 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.
- Resource person in State level Seminar on “Management Education at Cross Roads” at Vivekananda College, Puttur on 27th December, 2014.

Other Achievements

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