

CURRICULUM VITAE

Name : Dr. M. Amulya

Designation : Assistant Professor

Address : DOS in Business Administration
BIMS, University of Mysore,
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Educational Qualifications:

Education	University/Institution	Year	Subject
Ph.D.	University of Mysore	2012	Title “Customer Relationship Management in Telecom sector-A comparative study of BSNL and select Private service providers in India”.
UGC-NET -JRF		Dec2004	Management
UGC-NET		June2004	Management
M.B.A	University of Mysore	2002	Marketing
B.E.	SJCE, University of Mysore	1999	Electronics and communication

Teaching Experience: 10 Years

Designation	Institution	Period
Assistant Professor	Bahadur Institute of Management sciences, University of Mysore, Mysore	2 April 2007 to Till date

Research Experience: 11 years

1. Four years while doing my Ph.D work 2008-2011.
2. Got recognition as Research Guide on 25.06. 2012.
3. 6 PhD awarded, Currently 5 Research Students are doing research for Ph.D under my guidance

Seminars/International and National Conferences attended: 56

Sl.No	Title of the conference/seminar	Organizers/date
1.	National Seminar on Corporate Social Responsibility	Basudev Somani college, Mysore, 7 & 8 th Sep 2007
2.	CRUX-2008	Confederation of Indian Industry, 1-2 February, 2008
3.	State level seminar on Emerging Trends in Service sector	Basudev Somani college, Mysore, 15 th April 2010
4.	The Sixth International Multidisciplinary conference: Knowledge in New Millennium	Academic staff college, Mysore, Union of Iranian students, Ministry of Science , Research and technology, 14 & 15 Jan 2011
5.	State conference on banking and inclusive growth in India	University of Mysore, 15 th and 16 Dec 2011
6.	National conference on food inflation –issues and challenges	D. Banmaiah college of Commerce and Arts, Mysore, 4 th Feb 2012
7.	National conference on Contemporary Management Practices and Just Society	Vijayanagara Srikrishnadevaraya University, Bellary, 30 & 31 March 2012
8.	International conference on ‘Innovations in Management Practices’	Kristu Jayanti College of Management and Technology, Bangalore, 20 th & 21 st April, 2012.
9.	International conference on ‘Current Trends in Engineering and Management’	VVCE, MYSORE, 12 th to 14 th , 2012
10.	National conference on ‘Demographic Dividend for India: Challenges and Oppertunities’	Dept. of Studies and Research in Economics, Tumkur university, 31 st July, 2012

11.	National conference on ‘New Paradigms and Perspectives for Business Excellence’	Tumkur university, 4 th August, 2012
12.	National conference on ‘Financial Inclusion in India: Issues and Challenges’	University of Mysore, Mysore, 9 th &10 th October, 2012.
13.	National conference on ‘Emerging Issues and Innovation in Management’	Tumkur university, 31 st October, 2012.
14.	International Conference on ‘Managing Human Resources at the Workplace.’	SDM-IMD, Mysore, 14 th -15 th Dec, 2012,
15.	Third Nitte International Conference on ‘Development Challenges Global Aspirations and Local Realities’	Justice K S Hegde Institute of Management, 29 th & 30 th Dec, 2012
16.	National Conference on ‘Foreign Direct Investment – Perspectives and Challenges’	Teresian Post Graduate Centre, 17 th April 2013
17.	State level Seminar on ‘Insurance Service in India-trends and Challenges’	JSS College of Arts, Commerce and Science, Mysore, 8 th Feb, 2014
18.	National seminar on ‘Global Interface of Technology and Business’	SIT Campus Tumkur, 7 th & 8 th March 2014.
19.	Participated in UGC Sponsored Two Day National Seminar on the ‘Financial Inclusion’	Department of Commerce and Management, Basudev Somani College in association with Mysore Chapter of ICSI held on 28 th and 29 th March 2014.
20.	International conference on ‘Recent Trends in Business, Management and Tourism’	Adarsh group of Institutions, Bangalore on 30 th April 2014.
21.	Equality and Sustainable Human Development- issues and policy implications	Development Research Foundation, Mysore. 24 th may 2014
22.	Two days International Conference on strategies for social and sustainable competitive advantage in globalized era	Karnataka State Women’s University, Bijapur on 20 th & 21 st June, 2014
23.	One Day National Conference on CSR in the New companies Act 2013- Perspectives and challenges.	Vidyavardaka First Grade college on 11 th october, 2014
24.	Intellectual Property Rights	Pooja Bhagavat Mahajana on 17 th october, 2014
25.	Conference On CSR- Approches And Practices For Inclusive Growth.	SDM-IMD, Mysore, 13-14 th Nov, 2014.
26.	International Conference on ‘Managing Human Resources at the Workplace’	SDMIMD, Mysore, 5 th & 6 th December 2014
27.	National Seminar On Sustainable Rural Development : Challenges And Opportunities In India	Rani Cheannama University, Belagaum, 27th And 28th Feb 2015
28.	National Seminar On New Vistas And Horizons In Commerce	Department Of Commerce And Management, Basudev Somani College, Mysore On

		8th May 2015
29.	State Level conference on ‘The Future of Management’	Ballari Institute of Technology and Management, 29th August 2015
30.	International Conference on “Global HRM Strategies for sustainable development”	P. K. R Arts College for Women, Gobichettipalayam, Tamil Nadu, 15 th Sept, 2015
31.	UGC Sponsored Two Day National conference on ‘Empowering Employability in Higher Education through Skills, Competencies and Entrepreneurship’	Teresian College, Mysore, 20 th and 21 st Oct, 2015.
32.	One day National Seminar on Towards Sustainable development in the 21 st century	Seshadripuram College Bangalore, 12 th September, 2015.
33.	International conference on Global Economic Growth and Sustainability: prospects and challenges	SDM-IMD, Mysore, 20 th -21 st Nov, 2015.
34.	International Conference on ‘Managing Human Resources at the Workplace.	SDM-IMD, Mysore, 4 th -5 th Dec, 2015,
35.	The Indian Science Congress	The Indian Science Congress association held at University of Mysore, Mysore, 3 rd to 7 th January, 2016
36.	Two day national level seminar on ‘IND-AS: A Road Map for IFRS in India	Vidyavardhka First Grade College, P G Centre, Dos in Commerce Mysore, 18 th &19 th March, 2016
37.	One Day State Level Workshop on ‘Establishment and Managing New Enterprises’	TTL College of Business Management, PG Department of Commerce, Mysore. 27th April, 2016
38.	National Seminar on Emerging paradigms in Global Business- Its Implication for Business Education	Federation of Teachers Councils of Commerce and Management in Karnataka, 2 nd & 3 rd May 2016
39.	International conference on Advances in Collaborative Research for Economics, Management, Humanities, Social Sciences and Computer Technology	University of Mysore, Mysore, 25 th & 26 th June 2016
40.	One day national seminar on ‘Issues and Challenges of Global Work Place- Destination 2020’	Basudev Somani college, Mysore, 5 th May 2016
41.	Two Day National Seminar on ‘Empowering Women Through Skill Development: Challenges and Opportunities’	University of Mysore, Centre for Study of Social Exclusion and Inclusive Policy, Manasagangothri, Mysore. 1st and 2nd July, 2016
42.	5th International Conference on ‘Emerging Trends in Finance, Accounting and Banking’	SDM IMD, Mysore, on 18th to 20 th Aug, 2016
43.	XL Indian Social Science Congress,	University of Mysore, Mysore, 19 th to 23 rd Dec,2016

44.	International Conference on Infrastructure and Sustainability Development: Issues and challenges	Somani College, Mysore, 19th January 2018
45.	National Conference on Entrepreneurial Ecosystem in India: Issue and Challenges	Christ University Bangalore, 13 th Feb 2017
46.	National Conference on Digital Economy in India: The challenges Ahead	Vidyaverdhaka First Grade College, Mysore, 18 th Feb 2017
47.	National conference on Issues of Social Development – A social work response	DoS in Social Work, University of Mysore, 16 th -17 th Feb 2018
48.	International Conference on Scope of Emerging business Dimensions and Sustainable Development	St. Joseph's College (Autonomous), Bangalore, 8 th and 9 th March 2018
49.	National conference on Digital Revolution and Management	B.N. Bahadur Institute of management science, 16 th and 17 th March 2018.
50.	International Conference on Global Convergence of New Age Business Practices & strategies	Mt. Carmel College, Autonomous, Bangalore, 1 st & 2 nd March 2018
51.	State level conference on Goods and Service Tax (GST): towards new opportunities	TTL college of Business Management, Mysore, 27 April 2017
52.	State level conference on Digital Marketing in India: Challenges Ahead	Vidhyavardhaka First Grade College, Mysore, 3 rd March 2018
53.	National conference on Women Empowerment and Rural Development	Institute of Development Studies, University of Mysore, 15 th and 16 th March
54.	4 th International conference on Economic Growth and Sustainable Development: Emerging Trends	SDM IMD, Mysore, on 23 rd and 24 th November 2018
55.	Multidisciplinary world summit on Resource Management and sustainable development	Organised by University of Mysore, UG and PG department of studies in Economics, Maharani's Arts college for women, Mysore, James cook University, Singapore and international Council for Development Research, Mysore, on 22 nd -24 th February 2019 at Senate Bhavan.
56.	State level conference on Heritage and health tourism in Karnataka	Department of Commerce, History, IQAC of Vidhyavardhaka First grade College on 13 th and 14 th March, 2019
57.	National conference on Emerging trends in India organised by the Department of Commerce, Christ	Department of Commerce, Christ College, Mysore on

	College, Mysore on 13th September 2019	13th September 2019
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Workshops attended:

Sl.No	Title of the workshop	Organizers/date
1.	Workshop on proposals, research methodologies and publishing papers	Amrita School of Arts and sciences , Mysore, 26 th feb2010
2.	2 day Workshop on Statistical Analysis of Research Data using R-excel and Minitab	SDM-IMD, Mysore, 8 & 9 th Feb, 2012
3.	2 day workshop on eLearning with Moodle	SDM-IMD , Mysore , 4 th and 5 th May , 2012
4.	National workshop on multi-disciplinary research, 3 days workshop organizer	BIMS, 6-8 October 2017
5.	Symposium on leveraging technology for higher education	Federation of International Students' Association- Mysore (FISA-M) on 1 st February, 2019

Papers Presented in the National/International Conferences and published in the conference proceedings: 61

Sl.No	Name of the conference and Date	Title of the Paper
1.	National conference on Managing Uncertain times, by BIMS, university of Mysore on 30 & 31 may 2008	Challenges of E-marketing
2.	National conference on Economic Recession and Management Strategies at KSOU, Mysore on 21-22 feb , 2009	Marketing strategies during Recession: A comparison of small and large firms
3.	National seminar on Recession and its impact on Indian economy by JSS college Mysore on 26 & 17 Mar 2010	Impact of Recession on Indian Telecom sector
4.	National conference, Knowledge Utsav, 28 th Aug 2010 Jain University, Bangalore	Integration of CRM with BI – for effective marketing
5.	National seminar on CRM in Banking industry, Jss college for women, 28 and 29 sep2010	CRM in Indian Banking Industry
6.	National Conference on Business and Management, 18 & 19 February 2011, Sahyadri college, Mangalore	Dynamics of Rural marketing: A study of mobile telecom services in India

7.	International Conference on Re-engineering of Management Education, KSOU, 8 &9 April 2011	Relevance of Industry-Institute Interface in management education
8.	International conference on open and distance learning, KSOU, 21-23 Sep 2011	Challenges in enhancing quality in distance learning in India
9.	National conference on HR in the modern workplace by SDM-IMD, Mysore, 2011	Cost savings through quality circles: An empirical study
10.	National conference on third sector respond to contemporary challenges, January 2012	CSR-A new phase in business management-an empirical study from industry perspective
11.	National conference on innovative paradigms in contemporary management of S.B. Jain Institute of technology , management & research, Nagpur on 28 th Jan 2012	Customer gap analysis in organized retailing-An Empirical study
12.	State level conference on Achieving organizational excellence through business education-issues and challenges, University of Mysore, 17 &18 Feb 2012	Management education and entrepreneurship
13.	International seminar on Ethics, Governance and International Financial Reporting Standards by SDM, Ujire, 24 th &25 th of February , 2012	Business Ethics-Fact or Fiction-Conceptual framework
14.	National conference on Management education in India-A Reality check by Chethana's R. K. Institute of management and research , Mumbai on 17 &18 th Feb, 2012	Management education and entrepreneurship in Mysore
15.	National Conference on Preparing for the global mindset, SDM post graduate center for management studies and research, on 6 th Feb 2012	Potential Demand: Global leadership mindset
16.	National conference on contemporary issues and challenges in corporate excellence by Nagarjuna college of engineering and technology, Bangalore on 31 march 2012	Social Media marketing-A study from industry perspective
17.	National Conference on Demographic Dividend in India: Challenges and opportunities, Department of Studies and research in Economics, Tumkur University, Tuesday , 31 st July 2012.	Demographic growth and Trends in India
18.	International Conference on Current Trends in Engineering &Management, VVCE Mysore, July 12,13,14 2012.	Emphasis on greening – innovative strategies of mobile service providers in India'
19.	National Conference On New Paradigms and Perspectives for Business Excellence , Tumkur University, 4 August 2012.	An outlook towards online marketing-a study on the future trends in Internet Marketing
20.	National Conference on 'Emerging Issues and	Quality Assurance and

	Innovative in Management Education’ held on 31 st October 2012 at Tumkur University, Tumkur, Karnataka	Accreditation in Management Institution
21.	International Conference organized on Managing Human Resources at the workplace organized by SDMIMD, Mysore -14 th and 15 th of December 2012.	Cross Cultural Issues of the Contemporary Workplace And Its Managerial Implications
22.	International Conference on ‘Managing Human Resources at the Workplace, held on 14 th & 15 th December 2012 at SDMIMD, Mysore, India	Employee Development: Impact on the Organizational Effectiveness
23.	International Conference organized on Development Challenges Global Aspirations and Local realities organized by Justice K. S. Hegde Institute of Management, NMAMIT, NITTE in association with the university of Pennsylvania, U.S.A , Erasmus Centre for strategic Philanthropy , Netherlands , Makerere University Business School, Uganda, Penn State Harrisburg, U.S.A on December 29-30, 2012.	Management Education Meeting Global Aspirations – A study from the perspective of Academicians’
24.	National Conference organized by Teresian College, Mysore on 17 th March 2013	FDI in India’s Multi Brand Retail
25.	National conference on ‘Foreign Direct Investment – Perspectives and Challenges’ held on 17 th April 2013 at Teresian college, Mysore	HRD and FDI with a focus on corporate Hospital
26.	National conference on ‘Foreign Direct Investment – Perspectives and Challenges’ held on 17 th April 2013 at Teresian college, Mysore	Foreign Direct Investment and Growth
27.	International conference on science and technology for sustainability, held in Kristu Jayanti College on 26-04-2013	Science and Technology for sustainability
28.	UGC Sponsored one day state level seminar on “Insurance service in India-Trends and challenges” on 8 th February 2014 at JSS College of Arts, Commerce & Science, ooty road Mysore, organized by the department of commerce in Association with Mysore Insurance Institute .	The role of Relationship Marketing in the Life Insurance Industry during Crisis periods
29.	Natinal Seminar on Global Interface of technology and Business on 7 th and 8 th march,2014	A study on impact of FDI in Indian Insurance Sector.
30.	Presented a paper in the International conference on ‘Recent Trends in Business, Management and Tourism’ organized by Adarsh group of Institutions, Bangalore on 30 th April 2014.	‘New generation marketing for Tourism in India: Trends and Challenges’.

31.	Presented a paper in the International conference on 'Recent Trends in Business, Management and Tourism' organized by Adarsh group of Institutions, Bangalore on 30 th April 2014.	A study on impact of FDI in Indian Insurance Sector.
32.	International conference on Equality and Sustainable Human Development- issues and policy implications on 24 th may 2014	Role of Agri-Preneurship in Sustainable Rural development in India.
33.	International conference on strategies for social and sustainable competitive advantage in globalized era at Karnataka Stata Women's University, Bijapur on 20-21 st June,2014	Changing Trends in Indian Life Insurance Industry.
34.	International conference on strategies for social and sustainable competitive advantage in globalized era at Karnataka Stata Women's University, Bijapur on 20-21th June,2014	Relatiuonship Marketing in Indian Tourism Industry- A study from the perspective of Tourism industry service intermediaries.
35.	International Conference on 'Managing Human Resources at the Workplace, held on 5 th & 6 th December 2014 at SDMIMD, Mysore, India	Success of Entrepreneurship through EDPs: A study of MSMEs in India
36	National Seminar On Sustainable Rural Development : Challenges And Opportunities In India. Rani Cheannama University, Belagaum, 27th and 28th feb 2015	Rural development through women empowerment
37	National Seminar On New Vistas And Horizons In Commerce, Department of Commerce and Management,Basudev Somani College, Mysore on 8th may 2015	empowerment of rural women entrepreneurs: A study with reference to self help groups
38	State Level Seminar On 'The Future of Management' Ballari Institute Of Technology And Management, 29th august 2015	study of brand equity constructs among the passanger car users in Karnataka
40	International Conference on "Global HRM Strategies for sustainable development", P. K. R Arts College for Women, Gobichettipalayam, Tamil Nadu, 15 th Sept, 2015	Contribution and Growth of MSME's in Employment Creation in India
41	UGC Sponsored Two Day National conference on 'Empowering Employability in Higher Education through Skills, Competencies and Entrepreneurship', held on 20 th and 21 st Oct, 2015 at Teresian College, Mysore.	Prime Minister Employment Generation Programme (PMEGP) – A Review

43	International conference on Global Economic Growth and Sustainability: prospects and challenges	<ol style="list-style-type: none"> 1. Influence of Foreign Direct Investment in Asia 2. Foreign Direct Investment: A Comprehensive Study from Indian Growth Perspective 3. An Overview of schemes for Micro, Small and Medium Enterprises (MSMEs) Development in India 4. Role of External Debt on Economic Growth of India
47	International Conference on 'Managing Human Resources at the Workplace.	HR Outsourcing : Marketing performance Influence of administrative HR role
48	One day national seminar on 'Issues and Challenges of Global Work Place- Destination 2020', held at Basudev Somani college, Mysore, on 5th May 2016	Make in India Initiative: a Promise of revolution in MSME sector 2020
49	5 th International Conference on 'Emerging Trends in Finance, Accounting and Banking', held at SDM IMD, Mysore, on 18 th to 20 th , 2016	<ol style="list-style-type: none"> 1. Corporate Finance Distress: Analysis of Indian Automobile Industry 2. Venture Capital Investments, Technological Advancement and Global Competitiveness
51	International conference on Global Economic Growth and Sustainability: prospects and challenges	Economic perspective of Foreign Direct Investment in India
52	International Conference on 'Managing Human Resources at the Workplace.	Performance of Rural Self Employment Training Institute (RSETI) for the Development of Unemployed Youth in Karnataka
53	Indian Social Science Congress, University of Mysore	An Impact of Entrepreneurship Development Programmes on The Performance of Micro and Small Enterprise (MSE): A Case Study of RUDSETI

54	National Conference on Women Empowerment and Rural Development	Role of SHG's in Rural Development
55	International Conference on Scope of Emerging business Dimensions and Sustainable Development held at St.Joseph's college, Bangalore on 8 th and 9 th March 2018	The impact of internet penetration on venture capital investments in e-commerce sector
56	4 th International conference on Economic Growth and Sustainable Development: Emerging Trends held at SDM IMD, Mysore, on 23 rd and 24 th November 2018	Volatility in venture capital investments in IT & ITES sector in India –Saranya. S and Dr. Amulya M
57	National seminar on “ Emerging perspectives on HR, Marketing and Finance” held on 16 th March 2019 conducted by PG departments of Maharani's women's Commerce and Management	Corporate restructuring in Indian Firms- Shilpa N.C. and Dr. Amulya M.
58	National seminar on “ Emerging perspectives on HR, Marketing and Finance” held on 16 th March 2019 conducted by PG departments of Maharani's women's Commerce and Management	Fintech – An emerging investment destination - Saranya. S and Dr. Amulya M
59	Two day International Conference on “New Horizons of Industrial revolution 4.0” on 28 th and 29 th March 2019 conducted by B.N. Bahadur Institute of management science	Industry revolution in India: A study on business groups Shilpa N.C. and Dr. Amulya M.
60	Two day International Conference on “New Horizons of Industrial revolution 4.0” on 28 th and 29 th March 2019 conducted by B.N. Bahadur Institute of management science	Artificial Intelligence - the Revolutionary Power Saranya. S and Dr. Amulya M
61	National conference on Emerging trends in India organised by the Department of Commerce, Christ College, Mysore on 13 th September 2019	Impact of demonetization on e-payments in India – Shilpa N. C. and Dr. Amulya M.

Research Publications: 91

Sl. No	Title of the article	Name of the Journal and ISSN no	Date
1.	Customer Relationship Management in Telecom sector	Southern Economist- ISSN0038-4046	October, 2010

2.	Knowledge Management And Total Quality Management-A complementary Process- Mohammed Nasrollahniya & Dr Amulya M	Asian Journal of Development Matters, An International Contemporary & Multi Disciplinary Journal , Print ISSN-0973-9629, SpecialVol I, 5(1)	April 2011
3.	Market competence of BSNL in the present dynamic telecom world	Indian Journal of Marketing-ISSN0973-8703	June 2011
4.	Challenges before global marketers-cultural issues	Grams, Vidhusi-ISSN: 09746374	July-Dec2011
5.	Cost savings through quality circles	HR at modern work place, ISBN : 978-81-922146-0-3	16-17 Dec2011
6.	Privatization of telecom : Public sector on the wane	SCMS Journal of Indian management, ISSN09733167	Jan-Mar 2012
7.	CSR a new phase in business management with reference to business ethics and corporate responsibility-A NewPerspective- Ms. Everil Jacklin Fernandes & Dr. Amulya. M	ISBN- 978-93-81195-10-9.	June 2012
8.	Management students and entrepreneurship in Mysore	Quest journal- ISSN 0976-2000	June 2012
9.	Emphasis on greening –innovative strategies of mobile service providers in India	ISBN -978-93-5051-905-9	July 2012
10.	An outlook towards online marketing-a study on the future trends in Internet Marketing Ms. Everil Jacklin Fernandes & Dr. Amulya. M	ISBN-978-81-924393-6-5	August 2012
11.	Business Ethics: Facts and Fiction – Conceptual Framework Ms. EverilJacklin Fernandes & Dr. Amulya. M	ISBN -978-93-81195-25-3	September 2012
12.	Customer gap analysis in organized retailing – an empirical study Mr.Mohmed Irfan, Dr.M.Amulya, Ms.Everil Jacklin Fernandes	International Journal Of Research In Commerce & Management ISSN-0976 – 2183	September 2012
13.	Factors affecting customer satisfaction –A study on Maruti Suzuki	International Journal of Business Management tomorrow-IJBMT	October 2012

14.	Emerging issues in Marketing –A conceptual framework Dr. Amulya. M &Ms. Everil Jacklin Fernandes	‘EIJMMS’- Zenith International Research and Academic Foundation (ZIRAF), International Journal of Multidisciplinary research, ISSN-2231-5780	November 2012.
15.	‘Green Education as a Building Block for Green Entrepreneurship’ Ms. Everil Jacklin Fernandes & Dr. Amulya. M	Asian Journal of Development matters, An International Contemporary & Multi Disciplinary Journal, Print ISSN-0973-9629	December 2012
16.	Cross Cultural Issues of the Contemporary Workplace and Its Managerial Implications Ms. Everil Jacklin Fernandes & Dr. Amulya. M	International Conference on Managing Human Resource in the Workplace (ISBN - 978-81-922146-4-1)	December 2012
17.	Industrial unrest at Maruti Suzuki – A review of the Manesar plant, Haryana, India: A case study- Ms. Sowmya paul P & Dr Amly M	Contemporary Research in India, A peer-reviewed multi-disciplinary International journal ISSN-2231-2137	December 2012
18.	Demographic Trends in Indian Telecom Sector – A study from the perspective of customers of select telecom service providers in Mysore City Dr. Amulya. M	Indian Journal of research	December 2012
19.	Role of Financial Inclusion for Inclusive Growth in India - Ms. Everil Jacklin Fernandes & Dr. Amulya. M	ELK Asia Pacific Journal of Finance & Risk Management ISSN-0976-7185	January 2013
20.	Social Media Marketing an important phase in Modern Business Management Mr. Mahesh L &Dr. Amulya. M	International Journal Of Research In Commerce & Management ISSN-0976 – 2183 Vol (4) Issue (3)	March 2013
21.	Industrial Unrest At Public Sector-A Review On Bharath Sanchar Nigham Limited (Bsnl) – A Case Study- Ms. Sowmya paul P & Dr Amly M	‘EIJMMS’- Zenith International Research and Academic Foundation (ZIRAF), International Journal of Multidisciplinary research, ISSN-2231-5780 Vol 3 (3)	March 2013
22.	Foreign Direct Investment In Indian Retail Sector- Ms. Marjan Anbarsooz & Dr. Amulya. M	Contemporary Research In India- A peer reviewed Multidisciplinary International Journal ISSN-2231-2137 Vol 3	March 2013
23.	Impact Of Brand Awareness On Purchase Intention: A Study On Mobile Phone Users	‘EIJMMS’- Zenith International Research and	April 2013

	In Mysore	Academic Foundation (ZIRAF), International Journal of Multidisciplinary research, ISSN2231-5780 Vol 3 (4)	
24.	Customer Retention Strategies In Telecom Service Providers In India	IJEMS Vol (4) 2International Journal of Engineering and Management Sciences – ISSN 2229600X	April 2013
25.	Quality Assurance and Accreditation for Management Institution.	International Journal of Innovative Research and Development- ISSN: 2278-0211	May 2013
26.	Socio economic Status and self-esteem levels of UG Students - Mr. Manjunatha V & Dr. Amulya M	Lambert Academic Publishers Germany ISBN 978-3-659-27215-8	June 2013
27.	Service Quality delivery of Telecom service providers in Mysore City- Dr. Amulya M	ELK Asia Pacific Journal of Marketing and Retail Management ISSN 0976-7193	July 2013
28.	Role of Children in Family purchase decision making in India- Ms. Marjan Anbarsooz & Dr. Amulya M	Commerce Times – International Research Journal of Commerce ISSN 2320-9461	August 2013
29.	FDI in Indian Retail Sector- Mr.Mahesh L & Dr. Amulya M	Commerce Times – International Research Journal of Commerce ISSN 2320-9461	August 2013
30.	Talent management strategies for managing knowledgably staffs in insurance industry- Ms. Shahla Shahbaz & Dr. Amulya M	Commerce Times – International Research Journal of Commerce ISSN 2320-9461	September 2013
31.	Foreign Direct Investment In India’s Multi Brand Retail –With special reference to its impact on Indian Economy Ms. Everil Jacklin Fernandes & Dr. Amulya. M	ELK Asia Pacific Journal of Marketing and Retail Management ISSN 0976-7193	October 2013
32.	‘A study on Gap Analysis of Health care services’ (BOOK)- Ms. Everil Jacklin Fernandes & Dr. Amulya. M	Lambert Academic Publishing ,Editor IRSU, ISBN (978-3-659-43458-7)	October 2013
33.	Bureaucratic Leadership System in Public Undertakings: A Study on Jusco, Mysore - Ms. Sowmya paul P & Dr Amlyya M	Commerce Times – International Research Journal of Commerce ISSN 2320-9461	December 2013
34.	Foreign Direct Investment in Indian Health Care sector - Ms. Sowmya paul P & Dr Amulya M.	Indian Journal of Appkied Research Volume 4(3) ISSN 2249- 5557	March 2014

35.	Adolescent Influence on Family Buying decision making in India	Global Journal of Commerce and Management perspective vol 3(2), ISSN 2319-7285	March 2014
36.	New generation marketing for Tourism in India: Trends and Challenges Ms. Everil Jacklin Fernandes & Dr. Amulya. M	Volume II ISBN 978-163102030-8	April 2014
37.	A study on impact of FDI in Indian Insurance Sector. - Dr. Amulya. M & Ms. Asaraf Unnisa L	Recent Trends in Business, Management and Tourism, Volume-I ISBN- 978-163041692-8	April 2014
38.	The Role of Relationship Marketing in the Life Insurance Industry during Crisis periods- Ms. Everil Jacklin Fernandes & Dr. Amulya M.	Equality and sustainable Human development-Issues and Policy implications, Volume II published by Lulu enterprises UK Ltd,	May 2014,
39.	Role of Agri-Preneurship in Sustainable Rural development in India. - Ms. Asaraf Unnisa L & Dr. Amulya M.	Equality and sustainable Human development-Issues and Policy implications, Volume II ISBN- 978-93-83302-01-7	May 2014
40.	Changing Trends in Indian Life Insurance Industry.- Ms. Asaraf Unnisa L & Dr. Amulya M.	strategies for social and sustainable competitive advantage in globalized era, Vol.4 ISBN- 978-93-83194-49-6	June 2014
41.	Relationship Marketing in Indian Tourism Industry- A study from the perspective of Tourism industry service intermediaries. - Ms. Everil Jacklin Fernandes & Dr. Amulya M	strategies for social and sustainable competitive advantage in globalized era, Vol.3 ISBN- 978-93-83194-49-6	June 2014
42.	Influence of women on buying decision making in household in India - Ms. Marjan Anbarsooz & Dr. Amulya M.	strategies for social and sustainable competitive advantage in globalized era, Vol.3 ISBN- 978-93-83194-49-6	June 2014
43.	Information and Communication Technology for effective Teaching and Learning – Mr. Harsha Vardhan & Dr. Amulya M	strategies for social and sustainable competitive advantage in globalized era, Vol.3 ISBN- 978-93-83194-49-6	June 2014
44.	FDI in Indian Health Care Sectors - Ms. Sowmya paul P & Dr Amulya M	Indian Journal of Applies Research- ISSN-2249-555	March 2014
45.	Brand Equity: A Study of Mysore Silk, A Prime product of KSIC (Karnataka Silk Industries Corporation) Mysore, Karnataka, India-	ORIIJ – ONLINE interdisciplinary research journal ISSN-2249-9598,	Sep 2014

	Mr. Manjunatha V & Dr. Amulya M	impact factor-2.217	
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48.	Rural development through women empowerment - Dr. Amulya M	ISBN.978-81-909728-8-8, Professional books publisher , SUSTAINABLE RURAL DEVELOPMENT-challenges and opportunities in India	Feb 2015
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50.	Indian Automobile sector: A Study of Perceived Quality Among the Passenger Car Users in Karnataka- Mr. Manjunatha V & Dr. Amulya M	Commonwealth Journal of Commerce & Management Research, Vol 2, Issue 5. ISSN: 2393-851X	May, 2015
51.	Relationship Between Hotel Companies And Travel Agencies: A Study From The Perspective Of Service Intermediaries Of Tourism Industry Ms. Everil Jacklin Fernandes & Dr. Amulya. M	International Journal Of Multidisciplinary Educational Research	Aug ,2015
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53.	An evaluative study of brand equity constructs among the passenger car users in Karnataka- Mr. Manjunatha V & Dr. Amulya M	International Multidisciplinary E-Journal- An international peer Reviewed, Refereed Journal, ISSN:2277-4262, Vol –IV, Issue- VIII	Aug, 2015
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55.	Perception of Foreigners Towards Mysore as a Preferred Tourist Destination - An Empirical Research - Dr. Amulya M.	International Journal Of Logistics & Supply Chain Management Perspectives; ISSN: 2319-9032 (PRINT) ISSN: 2319-9040 (ONLINE); IF-2012: 3.562, IF-2013: 5.074, IF-2014: 5.857	April- June 2015
56.	Market Analysis Of E-Tailers In India - Dr. Amulya M.	International Journal Of Information Technology & Computer Sciences Perspectives; ISSN: 2319-9016 (PRINT) ISSN: 2319-9024 (ONLINE); IMPACT FACTOR-2012: 3.201, IMPACT FACTOR-2013: 5.058, IMPACT FACTOR-2014: 5.891 Vol 4, No 3.	July- September 2015
57.	Empowerment of Rural Women Entrepreneurs: A Study With Reference to Self Help Groups (SHGs) - Ms. Asaraf Unnisa L & Dr. Amulya. M	International Journal of entrepreneurship and Business Environment perspectives – An Indexed and refereed quarterly Journal, ISSN: 2279-0918, Volume: 4, Number:3.	July - September, 2015
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59.	1. Influence of Foreign Direct Investment in Asia 2. Foreign Direct Investment: A Comprehensive Study from Indian Growth Perspective- Mrs. Saranya S & Dr. Amulya. M 3. An Overview of schemes for Micro, Small and Medium Enterprises (MSMEs) Development in India- Ms. Asaraf Unnisa L & Dr. Amulya. M	Global Economic Growth and Sustainability: Prospects and Challenges. ISBN: 978-93-83302-12-3	Nov 2015
60.	Role of External Debt on Economic Growth of India – Ms. Shilpa N C & Dr. Amulya. M	AIJBSR- A Peer Reviewed Global Impact Factor Journal. ISSN - 0975-749X, Special Issue	Nov 2015
61.	Corporate Social Responsibility: Innovative Practices in Indian Automobile	Thematics Journal of Commerce & Management-	October 2015

	Industry- Mr. Manjunatha V & Dr. Amulya M	A Peer Reviewed International Research Journal. ISSN 2231-4881, Vol. 5 Issue 3 (Special Vol-1)	
62.	Micro, Small and Medium Enterprises (MSMEs) in India: An Economic Analysis- Ms. Asaraf Unnisa L & Dr. Amulya. M	International Journal of Entrepreneurship and Business Environment Perspectives – A Refereed quarterly Journal, ISSN (P): 2279-0918, ISSN (O): 2279-0926 Volume: 4, Number: 4. Pezzottaite Journal, Jammu & Kashmir.	October-December, 2015
63.	HR Outsourcing : Marketing performance Influence of administrative HR role	Managing HR at workplace. ISBN: 978-93-83302-07-9	Dec 2015
64.	Brand Management-Alternatives: An explorative study of Brand Associations of Indian Automobile Industry - Mr. Manjunatha V & Dr. Amulya M	International Journal of Scientific Research (IJSR) 2277-8179 Impact factor 3.2416 Index Copernicus IC value:69.48	Jan 2016
65.	A study on Awareness of Private Life Insurance Companies in India - Ms. Shahla Shahbaz & Dr. Amulya M	International Journal Of Logistics & Supply Chain Management Perspectives. ISSN 2319-9032 (P), 2319-9040 (O) Vol 5 No 1	Jan- Mar 2016
66.	An analysis of Marketing Strategies of select Private Life Insurance Companies in India - Ms. Shahla Shahbaz & Dr. Amulya M	International Journal of Trade & Global Business Perspectives. ISSN 2319-9059 (P), 2319-9067 (O) Vol 5 No 1	Jan- Mar 2016
67.	Marketing Strategies on Customer Satisfaction in Indian Insurance Industry - Ms. Shahla Shahbaz & Dr. Amulya M	International Journal of Applied Services Marketing Perspectives. ISSN 2279-0977 (P) 2279-0985 (O) Vol 5 No 1	Jan- Mar 2016
68.	Venture Capital Investments and Economic Growth of India - Mrs. Saranya S & Dr. Amulya. M	International Journal of Applied financial Management perspectives, Pezzottaite Journal, Vol 5, No. 2 ISSS(P) 2279-0896, ISSN(O) 2279-090X	April-June, 2016
69.	Spousal Roles in Family purchase decision Making Process in India- Ms. Marjan Anbarsooz & Dr. Amulya M	International Journal of Retailing & Rural Business Perspectives. ISSN 2279-0934 (P), 2279-0942	April-June, 2016

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70.	Make in India Initiative: A Promise of Revolution in MSME Sector 2020 - Ms. Asaraf Unnisa L & Dr. Amulya. M	Indian Journal of Research in Commerce, Management, Engineering and Applied Science. ISSN 2454-6593, Vol. II	April, 2016
71.	A Study on Micro And Small Enterprise Cluster Development Programme (MSE-CDP) - Ms. Asaraf Unnisa L & Dr. Amulya. M	ZENITH International Journal of Business Economics & Management Research. Online ISSN: 2249-8826, Vol.6(6),	June, 2016
72.	Prime Minister Employment Generation Programme (PMEGP) – A Review-- Ms. Asaraf Unnisa L & Dr. Amulya. M	Global Journal of Commerce & Management Perspective, ISSN: 2319 - 7285, Vol.5(3).	June, 2016
73.	Summary of Udyogini Scheme with Reference to Women Owned Micro and Small Enterprises (MSEs) - Ms. Asaraf Unnisa L & Dr. Amulya. M	Skill India and Development: Emerging Debates. ISBN: 978-81927970-4-5, National Centre for Inclusive Growth and Development Research, Mysore.	July, 2016
74.	An Analysis of Pradhan Mantri Mudra Yojana (PMMY) Beneficiaries of Micro and Small Enterprises (MSES) in India - Ms. Asaraf Unnisa L & Dr. Amulya. M	International Journal of Research in Commerce, Economics & Management, A Monthly Double-Blind Peer Reviewed (Refereed/ Juried) Open Access International E-Journal, ISSN 2231-4245, Volume No. 6 (7).	July, 2016
75.	Building Brands: A study with special to small car market in India - Mr. Manjunatha V & Dr. Amulya M	IOSR-e-ISSN: 2278-487X, p-ISSN: 2319-7 Vol 18 Issue 8 (Version II)	Aug 2016
76.	1. Corporate Finance Distress: Analysis of Indian Automobile Industry- Ms. Shilpa N C & Dr. Amulya. M 2. Venture Capital Investments, Technological Advancement and Global Competitiveness - Mrs. Saranya S & Dr. Amulya. M	Emerging Trends in Finance, Accounting and Banking, ISBN: 978-93-83302-16-1	Aug 2016
77.	Economic perspective of Foreign Direct Investment in India- Ms. Shilpa N C & Dr. Amulya. M	Global Economic Growth and Sustainability: Prospects and Challenges. ISBN: 978-93-83302-12-3	Nov 2016
78.	Performance of Rural Self Employment	Managing Human	Dec 2016

	Training Institute (RSETI) for the Development of Unemployed Youth in Karnataka- Ms. Asaraf Unnisa L & Dr. Amulya M	Resources at the Workplace, ISBN – 978-93-83302-01-7. SDMIMD, Mysore	
79.	Visual Influence of packing on consumer buying behaviour of Ready to eat food products – Mr. Harshavardhan & Dr. Amulya M.	IOSR Journals ISSN :2319-7668	July2017
80.	Verbal impact of packing on consumer buying behaviour of Ready-To-Serve fruit beverages Mr. Harshavardhan & Dr. Amulya M.	International Journal of Business and Management Invention, ISSN 2319-801x	Aug 2017
81.	Entrepreneurship Development in Agribusiness – A study in Mysore Dr. Amulya M.	Institute of Development Studies, University of Mysore, ISBN : 978-93-85629-53-2	2018
82.	The impact of internet penetration on venture capital investments in e-commerce sector Mrs. Saranya S & Dr. Amulya M	Asia Pacific Journal of Research, Asia Pacific Publishing, Bangalore, India, ISSN -2320-5504	2018
83.	Mobile value added services usage pattern of students in Mysore Dr. Amulya M.	Digital Revolution and Management, ISBN 978-93-85629-56-3	March 2018
84.	Trends in payment card industry in India - Shilpa N.C. and Dr. Amulya M.	Digital Revolution and Management, ISBN 978-93-85629-56-3	March 2018
85.	Obstacles for local entrepreneurship in Chamarajanagar district - Dr. Amulya M	PARIPEX - INDIAN JOURNAL OF RESEARCH Volume-7 Issue-9 PRINT ISSN No 2250-1991	September-2018
86.	Promotional mix strategies for tourism marketing of Chamarajanagar district - Dr. Amulya M	PARIPEX - INDIAN JOURNAL OF RESEARCH Volume-7 Issue-9 PRINT ISSN No 2250-1991	September-2018
87.	Venture capital investments as a driving force for software as a service segment - Saranya S. and Dr. Amulya M.	Digital Revolution and Management, ISBN 978-93-85629-56-3	March 2018
88.	An evaluation of digital marketing strategies of fast food products- Harsha	Digital Revolution and Management, ISBN 978-93-	March 2018

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89.	Sector and firm specific variance composition of capital structure: A panel data analysis on Indian chemical industry - Shilpa N.C. and Dr. Amulya M.	International journal of management studies (IJMS) ISSN: 2249-0302	April 2018
90.	Volatility in venture capital investments in IT & ITES sector in India – Saranya. S and Dr. Amulya M	Economic Growth and Sustainable Development: Emerging Trends ISBN	November 2018
91.	Corporate restructuring in Indian Firms- Shilpa N.C. and Dr. Amulya M.	Emerging perspectives on HR, Marketing and Finance ISBN:978-93-5351-746-5	March 2019
92.	Fintech – An emerging investment destination - Saranya. S and Dr. Amulya M.	Emerging perspectives on HR, Marketing and Finance ISBN:978-93-5351-746-5	March 2019
93.	An Empirical Analysis of Payment Card Usage in India Shilpa N.C. and Dr. Amulya M.	International Journal of Engineering and Management Research, Volume-9, Issue-4 ISSN (Online): 2250-0758	August 2019
94.	IT & ITES sector focused analysis of venture capital investments in India - Saranya. S and Dr. Amulya M.	International Journal of Trend in Scientific Research and Development, ISSN: 2456-6470, Volume-3 Issue-6, pp.474-478	October 2019
95.	A Comprehensive Study on Venture Capital Investments in India - Saranya. S and Dr. Amulya M.	International Journal of Engineering and Management Research Volume-9, Issue-4, ISSN (Online): 2250-0758	October 2019
96.	An Exploratory Study on Customer Preferences towards Pathanjali Ayurvedic Products in Mysore – Dr. Amulya.M	International Journal of Engineering and Management Research Volume-9, Issue-4, ISSN (Online): 2250-0758	October 2019
97.	Strategically establishing customer relationship management in organizations – Hamdan Mansoor Saeed Moqbel and Dr. Amulya M	IOSR Journal of Business and Management, Volume 19, Issue 10 (Version- VIII)	2017
98.	Impact of GST on Spending Habits of consumers in Mysore - Dr. Amulya M	Research Explorer, Vol: VII, Issue 24, ISSN 2250-1940	July – September 2019
99.	Environmental Impact of Tourism in Chamarajanagar District - Dr. Amulya	Paripex – Indian Journal of Research, Volume 8, Issue -	August 2019

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Orientation /Refresher Courses attended:

Sl.no	UGC sponsored Training Courses	Date and place
1	Orientation Program(28 days)	7-10-2009 to 3-11-2009 at Academic Staff College, Mysore
2	Refresher Course (21 days)	3-8-2011 to 23-8-2011 at Academic Staff College, Mysore.
3	Refresher Course (21 days)	4-12-2013 to 26-12-2013 Academic Staff College, Mysore.
4	Refresher Course (21 days)	9-12-2014 to 29-12-2014 Academic Staff College, Mysore.
5	Refresher Course (21 days)	9-12-2017 to 29-12-2017 Academic Staff College, Mysore.

Major Research Projects Undertaken:

- Project Director of MRP entitled “ Tourism Marketing to Promote local Entrepreneurship-A casestudy of Chamarajanagara District “Completed a Major Research Project funded by Indian Council of Social Science Research (ICSSR) (from 20 April 2017 to 20 October 2018)
- Co-Consultant of Research project “ Post evaluation of Sansad Adarsh Gram Yojana” funded by Ministry of Rural Development , Government of India, New Delhi from 2017-till date
- Ongoing Minor research Project on “ Consumer protection Act -A study of awareness and redressal seeking in Mysore District “ 2019-till date

Lectures Delivered:

- a) Delivered Invited lectures at Satellite P. G. Center, Chamarajanagar for MBA students on 'Management Concepts and Theories' and 'Management Information Systems' courses during 2010-11 and 2011-12.
- b) Delivered lectures at BIMS for PGDMM and PGDHRM students on 'Management Concepts and Theories' and 'Marketing' courses during 2010-11 and 2011-12.
- c) Delivered Special Lectures for MBA students of Kuvempu University at Shankaraghatta and P.G. Centre, Kadur on Marketing and Entrepreneurship related topics during 2010-11 to 2012-13.
- d) Delivered Invited lectures at Malnad Institute of Management studies for MBA & MCom students on 'Management Information Systems and 'Marketing' courses
- e) Delivered special lecturer at St.Joseph's pre-university college, on Consumer Protection Act on 13.12.2017

Sessions Chaired in the conference/workshop:

- 1) 2 technical sessions chaired in a workshop on Industry Institute Interface at BIMS on 17th and 18th april 2007
- 2) 2 technical sessions chaired in a workshop on Industry Institute Interface at BIMS on 26th and 27th march,2010
- 3) 2 technical sessions chaired in a workshop on Industry Institute Interface at BIMS on 18th and 19th Feb 2011
- 4) 2 technical sessions chaired in a workshop on Industry Institute Interface at BIMS on 3rd and 4th Nov 2012.
- 5) Technical session chaired Two day National Seminar on Emerging Trends in E-Resource Management and services in College Libraries at SDM-IMD, Mysore, 27-28th September, 2013.
- 6) Technical session chaired at International Conference on 'Managing Human Resources at the Workplace, held on 14th & 15th December 2014 at SDMIMD, Mysore, India.

- 7) Chaired a Track session at International Conference on ‘Managing Human Resources at the Workplace, held on 4th & 5th December 2015 at SDMIMD, Mysore, India.

Participative Experience in Co-curricular activities:

1. Faculty Coordinator for Sports, Industrial Visits, Educational trips, Cultural Activities, Management Fest – MANTRA, at DOS in Business Administration (BIMS), University of Mysore, Mysore (From 2007-10 till date).

Conferences organised:

1. Organising secretary of National conference entitled “ Digital Revolution and Management “ in Mar 2018
2. Organising secretary of international conference entitled “ Industrial Revolution 4.0 “ in Mar 2019

Awards Recieved:

1. IARA AWARD 2019 , BEST SOCIAL SCIENTIST AWARD from Indian academic Researchers association
2. Best paper award for the “ Impact of Demonetisation on E-payments in India” at EMPORTIO-2019 on 13th september 2019 by Christ college

Membership in Academic Bodies:

1. Member, Faculty of Commerce, University of Mysore, Mysore.(From 2010-11 till date).
2. Member, Department Council, DOS in Business Administration, University of Mysore from 2007-08 till date.
3. Member, Doctoral Committee, DOS in Business Administration, from 2010-11 till date.

4. Member, BOE in Business Administration, University of Mysore, Mysore
5. Chairperson, BOE in Business Administration, University of Mysore, Mysore during 2018-19
6. Chairperson, BOE in Business Administration, Calicut university during 2016-till date
7. Course Co-ordinator, Directorate of Distance Education (BBA), University of Mysore, Mysore during 2019-till date

(Dr. AMULYA M.)