**CURRICULUM VITAE**

ROOPESH CONTACT DETAILS:

“HALE MANE”

SULTHAN BATHERI ROAD, BOLOOR MANGALORE-06

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**SUMMARY**

Currently working as an Assistant Professor and pursuing a Ph.D. in Business Management. Experienced in marketing with a demonstrated history of working in the industry. Skilled in Microsoft, Strategic Planning, Communication, and Presentation. Professional with an MBA focused in Finance and Marketing from SDM PG Centre for Management Studies and Research.

**CAREER OBJECTIVES**

To seek a position to utilize my skills and abilities that offers growth which will help me to realize

my potential and benefit the organization.

**ACADEMICS**

* Pursuing PhD in Visvesvaraya Technological University
* National Eligibility Test (NET) conducted by University Grant Commission in the year 2017.
* MBA in Finance and Marketing from SDM PG Centre for Management Studies and Research with 74.8% in the year 2016.
* BBM from Shri Dharmasthala Manjunatheshwara College of Business Management, with the score of 83.08% in the year 2014
* Pre-University course from Sharada P U College, Mangalore, with the score of 90% in the year 2011
* 10th standard education from Pompei High School, Urwa, Mangalore with the score of 90.24% in the year 2009.
* Awarded “KANNADA KEERTHISHREE” for securing 124/125 in first language Kannada in the year 2009.
* Secured state level rank in “International Chintana Mathematics Examination” in the year 2007
* Secured state level Sixth rank in “Sirigannada, Kannada Prathibha Examination” in the year 2005
* Secured second rank in district level in “Sirigannada, Kannada Prathibha Examination” in the year 2006
* Secured first rank in district level in “Navodaya Kannanda Examination” in the year 2007
* Secured first rank in Taluk level in “Navodaya Kannanda Examination” in the year 2006
* Secured first rank in Taluk level in “Sirigannada, Kannada Prathibha Examination” in the year 2008
* Cleared senior drawing grade exam with distinction conducted by Karnataka Secondary Education Examination Board

**WORK EXPERIENCE**

# Assistant Professor

St Joseph Engineering College Jan 2020- Present

* + Delivered scheduled lectures to the First- and Second-year MBA students
	+ Designed the Course plan for the various management subjects
	+ Evaluated the student performance in Curricular and Extra- Curricular activities
	+ Conducted mentoring sessions to understand the student behavior
	+ Designed curriculum for the autonomous batch of students
	+ Mapping of the attainment of the course via OBE practices
	+ Chairperson Placement and Training Group (Institutional Level)
	+ Coordinator of Zephyr-21 National Level Management Fest
	+ Coordinator for 9th and 10th Criteria of National Board of Accreditation (2021)
	+ Coordinator for E-MDP on Big Data Analytics at SJEC for 2020
	+ Coordinator for 7th Criteria of National Board of Accreditation (2020)

# Assistant Professor

SDM Law College, Mangalore- February 2017 - January, 2020

* + Delivered scheduled lectures to the First- and Second-year BBA-LLB and LLM students
	+ Evaluated the student performance in Curricular and Extra- Curricular activities
	+ Coordinator for Company Secretary Training program since 2018- 2020
	+ Faculty coordinator for a National Level Management Fest – Scintillate on the theme of Corporate Marathon in 2018 at SDMLC
	+ Faculty coordinator for a State Level Management Fest – Scintillate on the theme of World gambling in 2017 at SDMLC
	+ Organized B-Plan Competition on the occasion of World IP day
	+ Faculty convener of Corporate Club
	+ NAAC committee - Criteria 2 (Teaching, Learning and Evaluation)

Criteria 7 (Institutional Values and Best Practices)

# Easy Customer Associate

Asian Paints- June 2016- Jan 2017

* + - Customer requirement handling
		- Providing of product information to the clients
		- Site visits to handle complaints

**PROGRAMMES TAUGHT**

* Masters of Business Administration
* Bachelor of Commerce
* Bachelor of Business Administration in Law

**COURSE TAUGHT**

* + Direct Taxation
	+ Research Methodology
	+ Recruitment and Selection
	+ Services Marketing
	+ Accounting for Managers
	+ Legal and Business environment
	+ Digital and Social media marketing
	+ Business Environment
	+ Financial Accounting
	+ Business Statistics
	+ International Business
	+ Entrepreneurial Development
	+ Modern Banking
	+ Marketing Management
	+ Financial Management
	+ Cost Accounting and Management
	+ Business Management
	+ International Trade
	+ Indian Security Market

**COMPUTER SKILL**

* Micro Soft- Excel, Word, Power Point
* LMS tools- Canvas, Canva Design, Quizizz
* Research tools- SPSS, PSPP, Mendeley
* Programming- Phython Basics

**PROJECT DETAILS**

* Short term Research grant: Upskilling and Reskilling of artisans in Dakshina Kannada, Udupi and Uttara Kannada Districts with referenc to Skill India Mission of Pradhan Mantri Kaushal Vikas Yojana 4.0
* “Market Efficiency analysis with reference to Automobile, Banking and Power sector of NSE with reference to Arunanjali Securities”.
* Internship report on the topic “Marketing strategies and its effectiveness” with reference to Makrana marbles, Surathkal.
* Report on the topic “customer satisfaction and marketing concepts” with reference to Lamina suspensions ltd, Baikampadi, Mangalore.

**SCHOLARLY CONTRIBUTION**

* Reviewer of Journal of Engineering Education Transformation (JEET)- Q3 Journal
* Project Director- ICSSR Short-term project (Collaborative)- Research grant of 12 lakhs
* Presented a paper titled “Assessing the financial soundness of the Indian Banks in the growing era of Disruptive Technologies “at the International Conference organized by the Department of Management Studies, NITTE Meenakshi Institute of Technology on 25th and 26th November 2022
* Presented a paper titled “Consumer buying behaviour in the course of COVID-19” in the international level conference on “Post Covid Challenges in Education, Industry &Digital Economy” by R Z Shah College of Arts Science and Commerce, Mumbai
* Presented a paper titled “Consumer behavior pattern amidst COVID-19” in the National Level E-Conference on “Effect of post modernism on literature, Library and Commerce” organized by Sant Rawool Maharaj Mahavidyalay, Sindhurg
* Presented a paper titled “Entrepreneurs in the world of online marketing” in the National Level Conference on “Entrepreneurship- A Startup initiative” organized by Govt. First Grade College and P.G. Study Centre, Kaup.
* Presented a paper titled “Impact of online marketing in the era of modernization” in the National Level Conference on “Contemporary issues in commerce and management” organized by Dr. G. Shankar Govt. Women’s First Grade College and P.G. Study Centre
* Presented a paper titled “Empirical study on Social Media Marketing and Its impact” in National Level Conference on Role of Institutional Financing in the Development of Agriculture and Business Dynamics organized by Mangalore University
* Presented a paper titled “Stigmatization and alienation of women victim” in National level conference conducted by National Commission for Women in association with SDM Law college
* Presented a paper titled “Global Brand Building and Challenges in Indian Context” in National level conference on Global Brand Building organized by SDM PG Centre for Management Studies and Research

**PUBLICATIONS**

* “Will Mergers and Acquisition Vacillate the Performance of Banks? A Case Study of Public Sector Banks in India” *Binus Business Review*, 13(2), July 2022, 191−202 DOI: 10.21512/bbr.v13i2.7928
* “Consumer buying behaviour in the course of COVID-19”- *Journal of Modern Thamizh Research* (UGC CARE)- ISSN- 2321-984X, June- 2021, pp: 706-715
* “Consumer buying behaviour in the course of COVID-19”- *COVID-19 Pandemic-Redefining the World* ISBN: 978-93-90631-38-4, First Edition – 2021, pp: 177-184
* “Entrepreneurs in the world of Online marketing”- *International Journal of Advance Research (IJAR)* ISSN-2320-5407, 8(06), June 2020, pp: 578-583
* “Quick tour of National Education Policy-2020”- *NEP an overview* ISBN-978-81-942871-9- 3, Vol-1, August 2020, pp: 113-116
* “Consumer behavior pattern amidst COVID-19” - *Ajanta* ISSN-2277-5730, Vol-9 Issue-2, April-June 2020, pp: 98-104
* “Impact of Online Marketing in the Era of Modernization”- *Asia Pacific Journal of Research*

ISSN-2320-5504, January 2020, pp: 49-54

* “Global brand building and Legal framework” *Legal Opus*, Vol-12, July 2019, pp: 151-156
* Mergers and Acquisition impact

**WORKING PAPERS**

* Consumer buying behavior in retail sectors
* Cryptocurrency market performance
* Technological impact on banking
* Impact of mergers to the working of banking sectors

**FDP AND STTP**

* Refreshers Course in Management by ARPIT from 1st December to 31st March, 2021
* FDP on “Nurturing Research Pro-Mindset” by IUCEE from 24th July to 25th September, 2021
* STTP on “Innovative Approaches to Teaching Pedagogy” by Sahyadri College of Engineering and Management from 31/05/2021 to 05/06/2021
* STTP on “Data Analytics on Business” by Srinivas Institute of Technology, Valachil from 03/05/2021 to 08/05/2021
* FDP on “Filing Income tax returns and Applicable income tax forms” by Sheshadrpuram Academy of Business Studies on June 03, 2021
* FDP on “Strategic resilience and Organisation agility” by Valluvar College of Science and Management on 26/052021- 31/05/2021
* FDP on “Digital Media Marketing and Management” by ATAL from 2021-05-17 to 2021- 05-21.
* Completed two credit certification course on “Brand Management” by IIMB on 30/09/2020
* One-week STTP on “Guidance and Counselling” by St. Joseph’s College of Engineering and Technology, Palai, Kerala from 08/02/2021 to 13/02/2021
* One week FDP on “Rural Entrepreneurship” by ATAL 23/11/2020 to 27/11/2020
* One week FDP on “Implementation of OBE and Online teaching” by NTTTR Chennai from 02/11/2020 to 06/11/2020
* One-week Global FDP on “Research in Social science and Management studies” by Sahyadri College of Engineering and Management on 21-08-2020 to 27-08-2020
* One week FDP on “Organisational Behaviour” by ATAL from 21-9-2020 to 25-09-2020
* One week FDP on “Insight on writing research proposals and funding opportunities” organized by SJEC, Mangalore from 20/07/2020 to 24/07/2020
* Two-day International FDP on “High impact teaching skills and mind mapping for better teaching” organized by International Centre for Business Studies (ICBS), Department of Commerce, Manipal Academy of Higher Education, Manipal on 19th-20th August, 2020
* FDP on “Teaching Learning and Evaluation in science and engineering” by Bangalore Institute of Technology on 17/08/2020 to 19/8/2020
* Two Day FDP on “Legal Issues in Business” at SJEC, Mangalore

**WORKSHOP AND CONFERENCES**

* Workshop on Project Planning and Scheduling by Jayant D Sathe, former Project and Construction Manager at P&G (3days)
* E-Workshop on “Plagiarism and Citation Techniques: Some Useful Tips for Researchers” by

S.P.D.M. Arts, S.B.B. & S.H.D. Commerce & S.M.A. Science College, Shirpur Dist. Dhule on 25th May 2021.

* One week Workshop series Cornea 2020 on “Online teaching tools and Virtual labs” by St Joseph Engineering College from 21-09-2020 to 30-09-2020
* IIC online sessions conducted by Institution of Innovative Centre of MHRD’s Innovation cell from 28th April to 22nd May, 2020
* National Level E-Conference on “Effect of post modernism on literature, Library and Commerce” organized by Sant Rawool Maharaj Mahavidyalay, Sindhurg
* National Level Conference on “Contemporary issues in commerce and management” organized by Dr. G. Shankar Govt. Women’s First Grade College and P.G. Study Centre
* National conference on “Entrepreneurship- A startup initiative” organized by Govt. First Grade College and PG Study Centre, Kaup
* National level conference on Global Brand Building organized SDMPG Centre, Mangalore
* International Seminar organized by SDMLC in association with British Academy, Queen Mary, University of London, School of law on the topic of “ India and Europe: Comparative legal context, Minority Issues and Indian Traditions”
* Workshop on Arbitration and Mediation organized by Lions Club International in association with SDMLC, Mangalore
* One day state level seminar on “ A Gandhian Thought” organized by SDMLC, Mangalore
* “Shraddha”- Seminar on values for PG students held at Ramakrishna Math, Mangalore

**WEBINARS ATTENDED**

* Webinar on "Commodity Derivative Market" conducted by National Commodity & Derivative Exchange Limited (NCDEX) on 23rd November, 2020
* Webinar on Research methodology and Data analysis organized by KSTA from 17th to 20th June, 2020
* International webinar on “Preparedness and Challenges of teachers in the post COVID era” organized by Government First Grade College for women, Balmata, Mangalore
* International webinar on “Financial crisis and its impact on sustainable eco-tourism” organized by Milagres College, Mangalore
* International webinar on “High quality research- approach, design and publishing” by Bangalore Institute of Technology
* National webinar on “Gender equity and COVID-19: Disability perspective” organized by women development cell S.M. Shetty college, Mumbai
* National webinar on “Challenges confronting travel and tourism industry” organized by KLE Society’s Arts and Commerce College, Betgeri
* National webinar on “Refugee Crisis- Past and Present” organized by Raje Ramrao Mahavidyalay, Mumbai
* National webinar on “Post COVID scenario- role of teachers in building future generation” organized by Mahatma Gandhi Memorial College, Udupi
* Webinar on “Winning with HR analytics” Department of Business Administration, SJEC, Mangalore
* Webinar on “Angel Investment, Venture capital and Private equity” Department of Business Administration, SJEC, Mangalore
* Webinar on “IT Returns- A practical approach” by Department of Commerce, Aloysius College, Mangalore
* Webinar on “Entrepreneurship and Family business” by Department of Business Administration, SJEC, Mangalore
* Webinar on “NEP 2020- Curriculum framework for higher education” by SJEC, Mangalore
* Webinar on “Effective online teaching strategies” by Department of Business Administration and Department of Computer applications, SJEC, Mangalore
* Webinar on “Online learning and students engagement techniques” organized by IBS Business school, Bangalore
* webinar on “The Need, Right Approach, Utility & Tools to make Media Accessible to the Disabled” organized by the B.A.M.M.C. Department in association with the IQAC Usha Pravin Gandhi College of Arts, Science and Commerce, Mumbai
* Webinar on “Strategic Leadership and Operational leadership practical insights” Organized by Department of Business Administration, SJEC, Mangalore
* Webinar on “Equip yourself to lead change: Lessons in leadership” Organized by Department of Business Administration, SJEC, Mangalore
* Webinar on “Empower your English grammar using sentential tool: A database through VTU consortium” organized by Department of Central library, SJEC, Mangalore
* Webinar on “Recent trends in digital technology in the present era of pandemic” organized by SDMPG Centre for management studies and research, Mangalore
* Webinar on Data science: Breaking down the silos by Department of Business Administration, SJEC, Mangalore
* Webinar on “Managing Mental Health and Emotional Well-being” Conducted by Department of Business Administration and Department of Civil Engineering.

**PROFESSIONAL SERVICES**

* Conducted a workshop on “Leverage the power of Digital marketing and LinkedIn” at GFGC, Kapu on 9h June,2021
* Conducted a workshop on “Effective Communication- The Success mantra of corporate world” at SDMPG Centre, Mangalore on 18th February,2021
* Conducted a workshop on “Communication skills - Success mantra of corporate world” at SDMPG Centre, Mangalore on 29th October, 2020
* Conducted a Workshop on “ Mock Interview Process” at SDMPG Centre, Mangalore on 16th September, 2019
* Conducted a Workshop on “Communication Skills and Personality Development” at SDMPG Centre, Mangalore addressed MBA students on 12th October, 2018

**CERTIFICATION COURSES**

* Brand Management- IIMB- Swayam Course
* Intellectual Property
* Event Management
* E- Commerce
* Brand Management

**EXTRA CURRICULAR ACTIVITIES**

* Awarded “Best Outgoing Student” for best Leadership skills in the year 2015-2016 by SDMMBA.
* Awarded “Best outgoing student” for the contribution in extracurricular activities in the year 2014 by SDMCBM.
* Won prizes in National and State Level Management fests in events like – Marketing, Finance, Human Resources and Best Management
* Represented SDMCBM in “Viveka Spoorthi- Yuva Bharathi” All Karnataka state Youth Convention
* Participated in several national level intercollegiate management fests and won several prizes, in events like finance, marketing and others.

**OTHER ACTIVITIES**

* Judged paper presentation event at St. Joseph Engineering College, Mangalore on 25th September, 2019, Theme: Rendition-19
* Judged an event at SDM CBM, Mangalore on 27th of August,2019 theme: Genesis- 19 A National Level UG Management fest
* Judged an event Udbhava hosted by MSNM Besant Institute of Post Graduate Studies on 24th April, 2019
* Judged an event at Canara College Centre for PG studies in Commerce on 16th April, 2019- theme: Hogwartz- A National Level PG Commerce and Management fest
* Judged Mock Press event at St. Aloysius Evening College, Mangalore on 16th February, 2019, Theme: Enthusia-2k19
* Judged an event at NMAM Institute of Technology, Nitte on 13h February, 2019 theme: Incredia- A National Level Techno-cultural fest
* Judged an event at Canara College, Mangalore on 17th and 18th January, 2019 theme: Labyrinth-19 A National Level Under Graduate Commerce and Management fest
* Judged an event at St. Agnes College, Mangalore on 10th January, 2019 - Theme: Semesta-19
* Judged an event at South India Chartered Accountants Students Association (SICASA) Mangalore on 6th January, 2019 Theme: EXCELSIOR- CA FIESTA 2019
* Judged an event at SDM CBM, Mangalore on 23rd and 24th January,2019 theme: The Triumph Arena A National Level UG Management fest
* Judged an event at Canara College Centre for PG studies in Commerce theme: LAKSHYA- 2018- A National Level PG Commerce and Management fest
* Judged an event at Mangalore Academy Of Professional Studies on 25th August, 2018
* Judged an event at Mangalore Academy Of Professional Studies on 06th February, 2018 Theme: Navigate 2018
* Judged an event at Canara College, Mangalore on 12th and 13th January, 2018 theme: Encarnacio A National Level Under Graduate Commerce and Management fest
* Judged an event at SDM CBM, Mangalore on 23rd and 24th January,2019 theme: The Triumph Arena A National Level UG Management fest
* Judged an event at SDM CBM, Mangalore on 24th and 25th January,2019 theme: Blue ocean strategy A National Level UG Management fest
* Judged an event at Smt. Rukmini Shedthi Memorial National Government First Grade College, Barkur on 17th March,2017 theme: Pravarthana A National Level Management fest
* Judged Human Resource event in Shreshta-18, organized by SDM PG Centre, Mangalore on 2nd and 3rd March, 2018 Theme: Chakra- the wheel
* Judged Best Management Team event in Shreshta-18, organized by SDM PG Centre, Mangalore on 2nd and 3rd March, 2018 Theme: Chakra- the wheel
* Judged Marketing event in Shreshta-18, organized by SDM PG Centre, Mangalore on 2nd and 3rd March, 2018 Theme: Chakra- the wheel
* Judged Finance event in Shreshta-18, organized by SDM PG Centre, Mangalore on 2nd and 3rd March, 2018 Theme: Chakra- the wheel
* Judged Marketing event in Shreshta-17, organized by SDM PG Centre, Mangalore on 15th and 16th March, 2018 Theme: The Faux Business
* Judged Strategy event in Shreshta-17, organized by SDM PG Centre, Mangalore on 15th and 16th March, 2018 Theme: The Faux Business

**PERSONAL DETAILS**

FATHER’S NAME : Mr. Praveen

DATE OF BIRTH : 05/05/1993

LINGUISTIC ABILITIES : English, Hindi, Kannada, Tulu

STRENGTH : Communication, Leadership Skills, Convincing Skills, Fluency in Language

**USP**

* Quick Learner
* Presentation and communication skills
* Good leadership skills
* Innovative Thinking

**DECLARATION**

I hereby declare that the above information is true to the best of my knowledge.

*YOURS FAITHFULLY*, ROOPESH