

PERSONAL PROFILE

1. General Information

- a. **Name:** ANANDA RAMAIAH SETTY B.R.
- b. **Address (Residential):**D/NO.247,David Road Bangarpet-563114
- c. **Designation:** Assistant Professor
- d. **Department:** Commerce and Management
- e. **Date Of Birth:** 20-07-1970
- f. **Area of Specialization:**Costing and Taxation
- g. **Date of Appointment :**26-10-2009

h. Honors Conferred:

3. Academic Qualifications:

Exam Passed	Board/University	Subjects	Year	Division/Grade Merit etc
Bachelor's Degree(s)	Bangalore	Commerce	1991	IInd class
Master's Degree(s)	Bangalore	Commerce	1993	Ist class
M.Phil	Periyar university	Commerce (Finance)	2007	1 st class-
MBA	KSOU,MYSORE	Commerce	2002	II nd class

3. Teaching

- a. **Details of course teaching plan, synopses of lectures and reading lists supplied to students**
- b) **Details of participation in the following:**
 - (i) **University Education:** Participated
 - (ii) **Internal Evaluation:** Participated
 - (iii) **Paper Setting:** Paper set for B.Com and BBA
 - (iv) **Assessment of Home Assignments:** Evaluated
 - (v) **Conduct of Examinations:** participated

(vi)

Evaluation of Dissertation etc. Effectively evaluated

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Teaching Experience

Courses Taught	Name of the University/College/Institution	Duration
U.G: B.com	Govt.College for Women, Kolar	10 years
BA	Adarsha college of management	2years
BBA		
BSc	Govt.College for Women, Kolar (2015)	
MCom		02 years

Total Teaching Experience : 10 years

5.

Research Experience & Training

Research Stage	Title of work/Theses	University where the work was carried out
M . Phil or equivalent	Canbank Factor servicing	Periyar university
	-	
Training(please specify)	Teacher Empowerment training	Academic Staff college, Bangalore:25-03-2012 To 31--03-2012

6 **Research Contributions:**

a **Research Guidance:**

a.1) Number of PhD / M.Phil theses guided during the last five years.

Sl.No.	Names of the students guided	Title of the work / Theses	Name of the University
-	-	-	-

6 Research Contributions:

Research Guidance:

a.1) Number of PhD / M.Phil theses guided during the last five years.

Sl.No.	Names of the students guided	Title of the work / Theses	Name of the University
-	-	-	-

minars / Conferences and workshops

Details of Seminars / Conferences and workshops

International Level

	Organized Institution	Paper Presented

1. National Level

Date	Organized Institution	Details	Participated/ Paper Presented
01 3rd March 2018	St. GWC Kolar	The connecting young India and Global Market opportunities for sustainable growth	member of editorial Board

02 24th march 2017	66 th GWC Kolar	Inclus Innovative trends in higher Education	Participated
11 th – 31st March 2017	KGF	Probl Digital India Challenges and Prospects	Presented
24 th M 20th Feb 2019	GC Mahaveer Jain College KGF	“Inn Reshaping Business opportunities in the Digital Era	Presented
“30 th 10th August 2019	The Academic Research	Emerg Data Analysis using Excel	Participated

ii. State level Seminars:

iii.

Organized Institution	Paper Presented

iii. Workshops Attended

Date	Organized Institution	Level	Details
21 st june 2014	Bangalore university teachers council of commerce & management	Bangalore university	Re-orientation of v semester Bcom &BBM syllabus
20 th dec 2015	Academic Research Group	Interactive worshop university level	“Priorities of the country-Role of the perspective of higher education

Details of Research Articles Published:

1. **Digital** Insurance marketing in respect to private Insurance Company in Bangalore
volume:5 Issue:3 month:March year:2019 page No. 149-152 ISSN Print-2394-7500
coden:IJARPF Impact factor RJIF -5.2 certificate No.5-3-39 date:01-03-2019
2. Digital Marketing in Insurance Companies: Initiatives of Government,key strategies

LIC and private sector insurance companies in India ISSN No.2349-6746 on 26-11-18 page
no.1-7 E-ISSN:2349-6746 volume no.5 Issue-11 Impact Factor 5.483