

**Government of Karnataka
Department of collegiate education
Govt. First Grade College, Koppa,
Chikmaglore Dist
Personal Profile**

1.	Name	SATHISHA S D		
2.	Father Name	Duggappa Naik		
3.	Marital Status	Married		
4.	Date of Birth	21.05.1977		
5.	Designation	Assistant Professor		
6.	Date of entry into service	G.O NO-ED/210 DEC/2008(1)dt.26/08/2009 DEC NO-DEC/34/EAP/2009CA-1 dt.03/09/2009		
7.	Qualification	Course	University	Year
		M com	Kuvempu	2000
		MBA	Annamalai	2011
		M Phil	Alagappa	2008
		PhD	Dravidian	Pursuing
	PhD Research Topic	An appraisal of brand management in Indian marketing environment with special reference to cell phones in Bangalore city.		
	Area of specialization	Taxation, HRM and Marketing Management.		
8.	Teaching experience	11 years and 4 month		
9.	Places served	Govt College For Women Kolar 03/09/2009 to 03/09/2015 Govt First Grade College,Ripponpet 04/09/2015 to 17/08/2017 Govt First Grade College,Koppa 18/08/2017 to Till Date		
10.	Roles and Responsibilities	<p>1.Co-ordinator. NSDC STAR programme, Sahayog, Spoken tutorials, Cultural Committee, Placement Cell.</p> <p>2.Member of. Admission committee,NSS committee, Income Tax verification committee</p> <p>3.Head of the department of Commerce GFGC Koppa-2018-19, 19-20, 20-21</p> <p>4.BOE,Kuvempu University-2018-19</p> <p>5.BOE,External member, Bangalore University 2019-20</p>		
11.	Details of departmental exams, orientation and RC and CLT programmes.			
	Events	Organizers	Year & Date	
1.	Departmental Exams	KPSC	2010	
2.	Orientation Programme	UGC,HRDC,Bangalore University	23.09.2009To 21.12.2009	

3.	Refresher course	UGC,HRDC,Bangalore University	23.01.2012To 13.02.2012
4.	Teacher empowerment training	Collegiate Education Department	21.03.2012 to 31.03.2012
5.	Computer Literacy Test	Keonics	2016
	Faculty Development Programme for Global Business Foundation Skills.	Infosys BPO Ltd at Mangalore.	30.01.2017 To 07.02.2017
6.	Refresher course	UGC,HRDC,Moulana Azad National Urdu Univesity,Hydrabad	23.092019 To 06.10.2019
7.	Refresher course-FDP-Managing online classes and Co-creating MOOCS.	UGC HRDC-Ramanujan College University of Delhi	18.05.2020 To 03.06.2020
8.	Refresher course(Online)	UGC,HRDC,Moulana Azad National Urdu Univesity,Hydrabad	04.08.2021- 17.08.2021
12.	List of Seminars and Conferences		
	A) Seminars and Conferences Attended		
	Events	Organizers	Date
1.	Workshop on project report preparation for BBM students(State Level)	Govt.College for Boys Kolar	10.02. 2012
2.	India One-Challenges and issues (International Conference)	DONBOSCO Institute of Bio-science and management studies, Mysore road, Bangalore	03.01.2011 To 05.01.2011
3.	Creativity, Innovation and Entrepreneurship-key drivers for countering recession and sustained growth of Economy (National conference)	Abbas Khan Degree College For Women, Bangalore.	08.09.2011
4.	Workshop on revised syllabus for BBM I semester, Bangalore University	MLA college for Women, Bangalore	26.06.2012
5.	The dawn of new companies Act 2013:Challenges opportunities for corporate growth (National seminar)	St Francis de sales college, Electronic City, Bangalore.	25.10.2013
6.	Direct Tax Code and Financial Reporting(state level seminar)	K.L.E S.Nijalingappa College,Rajajinagar,Bangalore	22.03.2012
7.	Re-orientation of V semester B com and BBM syllabus, Bangalore University.	Bangalore University Teachers Council of Commerce and Management	21.06.2014

8.	The role of internal quality assurance cell in the sustenance and enhancement of quality in colleges.	Govt College For Women,Kolar	20.09.2014
9.	National conference on 25 years of financial sector reforms a look back and ahead.	Shiva Gangothri, Davangere.Dept of Studies Research in commerce.	22.04.2016 &23.04.2016
10	One day state level Workshop on College Campus Placement	IQAC & Placement cell IDSG Govt College Chikmagalore.	27.09.2016
11.	One day state level workshop on Academic Development Programme.	IQAC & Placement Cell GFGC Koppa.	16.02.2019
B) Seminars and Conferences—Papers presented			
	Events	Organizers	Date
1.	Curriculum Design and Development (National seminar)	CMR institute of Management studies, Bangalore	05.08.2010 & 06.08.2010
2.	Priority sector lending-Emerging issues (National seminar)	GFGC Vijayanagar Bangalore	28.09.2010 & 29.09.2010
3.	Human Rights for Women in India	Govt.college Boys Kolar	28.10.2010 & 29.10.2010
4.	Financial inclusion through mobile Banking(National seminar)	Vidyasagar college of Arts and ScienceUdumpet,Thirupur, Tamil Nadu	05.02.2011
5.	Inclusive growth and sustainability-Role of commerce education in India(National seminar)	66 All India Commerce conference of the Indian commerce association,	5 th ,6 th 07.12.2013
6.	Opportunities and challenges for new age Entrepreneurs in dynamic Indian business environment(State level seminar)	Govt First Grade College,Vemgal, kolar	20.10.2014
7.	All India Commerce Conference 2015-Awareness of Brand management in Indian Marketing Environment-A Study in Kolar District	Indian Commerce Association- Hosted by Vinoba Bhave University,Hazaribag Jharkhand	6 th ,7 th ,08.11.2015

8.	International Conference 2015 -An Appraisal of Brand Management in Indian Marketing Environment-An empirical study.	Organized by Bangalore University.	25 th ,26.11.2015
9.	Impact of cashless policy on Business(National Conferences)	Smt.Danamma Channabasavaiah College of Arts,Commerce,Science & Mgt Studies,Kolar	16.02/2017
10.	Digital India Initiatives and their advantages(National Conferences)	GFGC,KGF,Kolar	31/03/2017
11.	Goods and Service Tax: Challenges and Opportunities (National Conferences)	Dept.of Studies and Research in Commerce, Shivagangothri, Davangere.	13.04.2017
	Digital Social Resonsibility and Cyber Counselling	Surana College,Kengeri,Bangalore 560060	13/11/219- 14/11/2019
Publication of Articles			
	Title	Publisher	Publications No & date
1.	A study on brand awareness and customer preference towards safal edible oil	International journal of research in computer application and management	ISSN NO.2231-1009 dated 31.01.2013
2.	Two days National Conferences' on Role of IQAC in quality enhancement in higher education	Maharani Women's Arts, Commerce and Management College Bangalore-560001 GFGC,Sulibele,Hosakote	11.03.2016 & 12.03.2016 ISBN:978-81-931746-0-9
3.	Over View of Brand Management in Indian Marketing Environment	Emperor international journal of finance and management research [EIJFMR]	ISSN: 2395- 5929 April -2019
4.	A Study on brand Management on Indian Marketing Environment	Impact: International Journal of Research in Humanities, Arts and Literature [impact: IJRHAL]	ISSN (P): 2347-4564; ISSN (O) 2321-8878 March -2019
5.	Social Entrepreneurship- changing the face of urban India	Dynamics of commerce in the contemporary business scenario in India-GFGC Bapujinagar Shimoga	ISBN-978-93-5393-548-8
Publication of Books			
	Title	Publisher	Publication No & date

1.	Market Behaviour And Cost Analysis- for Ist Sem B.Com	Himalaya Publishing house Bangalore	ISBN:978-93-5299-212-6
2.	BUSINESS STATISTICS-I	Himalaya Publishing house Bangalore	ISBN:978-93-5433-191-6
3.	BUSINESS STATISTICS-II	Himalaya Publishing house Bangalore	ISBN:978-93-5495-086-6

Research Publications

1.	A Study on brand management on Indian Marketing Environment	Impact:International Journal of Research in Humanities,Arts and Literature.(IJRHAL)	ISSN(P)2347-4564;ISSN(O):2321-8878
2.	Over View of Brand Management in Indian Marketing Environment	Emperor International Journal of Finance and Management Research.	ISSN-2395-5929

Date:

Place:

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