



01.PERSONAL PROFILE

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|----------------------------|----------------------------------------------------------------------|
| Name | Dr.Savitha V |
| Designation | Assistant Professor |
| Qualification | M.Com.,M.Phil.,PGDHRM.,Ph.D |
| Specialization | Management Accounting |
| Teaching experience | 15 Years |
| Official Address | PES College of Science, Arts and Commerce,M.C.Road,Mandya-571 401 |
| Contact Number | 9986046200 |
| E-Mail | savimahesh@ymail.com |

02. EDUCATIONAL QUALIFICATION

| SL. NO. | DEGREE | BOARD/UNIVERSITY | YEAR OF PASSING | GRADE |
|----------------|---------------|-------------------------|------------------------|--------------|
| 1 | M.Com | University of Mysore | 2001 | First |
| 2 | M.Phil | University of Mysore | 2009 | Distiction |
| 3 | PGDHRM | KSOU | 2011 | First |
| 4 | Ph.D | University of Mysore | 2017 | - |

03. TEACHING EXPERIENCE

| SL.NO. | COLLEGE | DESIGNATION | CLASSES TAUGHT | YEAR |
|--------|---------------------------------------------------------|---------------------|----------------|-------------------------|
| 1. | JSS College, Mysore | Lecturer | P.U.C | 2004-2006, 2008-2010 |
| 2. | Maharaja College, Mysore | Assistant Professor | B.Com | 2010-2017 |
| 3. | PES College of Science, Arts and Commerce, Mandya | Assistant Professor | B.Com | 2017 to till today |

04. RESEARCH ARTICLES PUBLICATION

- 1.Dr. Savitha V and Ranjansathya Das S** “Role of digital financial services in mutual fund sector: with special reference to Mandya district” ISBN: 978-81-956870-1-5 Vidyavardhaka First Grade College Sheshadri Iyer Road, Mysuru, Karnataka 570001. April 2023.
- 2.Dr. Savitha V and Pramod K** “Customers awareness and satisfaction about agricultural finance by state bank of India with special reference to Mandya district” Published in ISSN 2455-2631, Volume 8 Issue 1, January- 2023.
- 3.Dr. Savitha V and Ranjansathya Das S** “A study on customer perception towards green marketing and green products with special reference to Mandya city” Redshine publication Pvt. Ltd, Navconurada, India, ISBN: 978-93-95456-55-5, November, 2022.
- 4.Dr. Savitha V and Raghavendra Prasad N** “A study on consumer awareness and preference towards organic products: with special reference to Mysore city” Achala Prakashana, ISBN: 978-81-954829-2-4.
- 5.Dr. Savitha V and Raghavendra Prasad N** “A study on SWOT analysis of social media marketing” Achala Prakashana, ISBN: 978-81-954829-0-0.
- 6.Dr. Savitha V** "A Study on Customer’s Awareness and Preference on payment Banks with special reference to Mandya city" JETIR, ISSN: 2349-5162, Volume 8 Issue 12, December-2021.
- 7.Dr. Savitha V and Ranjansathya Das S** “A Study on Customer Satisfaction towards Jio-Sim with Special Reference to Mandya City” International Journal of Recent Advances in Multidisciplinary Topics, ISSN (Online): 2582-7839, Volume 2, Issue 12, December 2021.
- 8.Dr. Savitha V** “Impact of microfinance towards empowerment of poor with special reference to Ramanagara city” JETIR, ISSN-2349-5162, Volume 8, Issue 12, December 2021,
- 9.Dr. Savitha V** “A Study on Customer’s Awareness and Perception towards Small Finance

Banks in Mandya District” has been published in IJARESM, Impact Factor: 7.429, Volume 9 Issue 11, November- 2021.

10. **Dr. Savitha V and Ranjansathya Das S** “Perception of customers towards public and private sector banks: a comparative study in Mandya city”, JETIR, ISSN-2349-5162, Volume 8, Issue 10, October 2021.
11. **Dr. Savitha V and Ranjansathya Das S** “An overview of mobile banking services of axis bank in Mandya city” JETIR ISSN-2349-5162, Volume 8, Issue 10, October 2021.
12. **Savitha V and Dr. H.Rajashekar (2015)** “ Quality Assurance and Benchmarks for Success in Internet Based Distance Education”, International Journal of Multidisciplinary Research and Development, ISSN:2349-5979, Vol.2, Issue 3 March (2015)
13. **Savitha V (2015)** “Self Employed Women Workers: Challenges and Problems”, International Journal of Innovative Research and Advanced Studies, ISSN: 2394-4404, vol 2, Issue 3 March (2015).
14. **Savitha V and Dr. H.Rajashekar (2014)** „Evaluation of Major Problems faced by the Members of Self Help Groups: A Study of Mysore District“, International Journal of Research in Applied, Natural and Social Science, ISSN: 2321-8851, Vol 2, Issue 6 June 2014
15. **Savitha V and Dr. H.Rajashekar (2014)** “Role of Self Help Groups on the Development of Women Entrepreneurs-A Study of Mysore District, Karnataka State” April (2012), International Journal of Research in Commerce and Management, ISSN:0976-2183, Vol 3, Issue 4.

05. RESEARCH PAPER PRESENTATIONS

1. **Dr. Savitha V** “Role of digital financial services in mutual fund sector with special reference to Mandya district” One Day National Level Seminar on Digital Financial literacy and its relevance for socio economic development, organized by Vidyavardhaka first grade college Mysuru, on 29th April 2023.
2. **Dr. Savitha V** “A comparative study on work life balance of women empowerment in banking and post office with special reference to Mandya city” One Day International Level Seminar on Issues and challenges in business education and information technology, organized by Sri K. Puttaswamy first grade college Mysuru, on 8th February 2023.
3. **Dr. Savitha V** “Youth empowerment and employment creation through vocational training in Karnataka” Two Day National Level Seminar on Skill India – challenges and opportunities, organized by BIMS manasagangothri Mysuru, on 6th and 7th January 2023.

4. **Dr. Savitha V** “A study on artificial intelligence in business”, Two Day International Level Seminar on VARTANA 2.0. Organized by St. Claret College Bengaluru, on 29th and 30th November 2022.
5. **Dr. Savitha V** “An analysis of customer awareness and adoption of green banking: with special reference to Mandya district” Two Day International Level Seminar on Knowledge partnership for advancing the UN SDGs, Organized by BIMS manasagangothri, Mysuru, on 4th and 5th November 2022.
6. **Dr. Savitha V** “A Study on Unified Payment Interface (UPI) among University Students in Madikeri City In One Day International Multidisciplinary Conference on "Recent Trends in Humanities, Commerce and Management and Science and Technology" on 9th April, 2022.
7. **Dr. Savitha V** “Rights of Women in Indian Constitution-A Reflection”, One Day National Level Seminar on „Women Empowerment and Economic Development in India-The Road Map Ahead “organised by Sri.K.Puttaswamy First Grade College, Mysore on 11th October 2019.
8. **Dr. Savitha V** “Role of Panchayati Raj Institutions in Disaster Management-An Overview”, One Day National Level Conference on „Economic Policies and Natural Disasters in India, organised by Vidyavardhaka First Grade College, Mysore on 4th October 2019.
9. **Dr. Savitha V** “Analysis of Health Insurance Policies – A Study on Star health Allied Insurance Company”, One Day National Level Seminar “Health Insurance-Prospectus and Challenges”, Shanti Arts, Science and Commerce College, Malavalli, 23rd March 2019.
10. **Savitha V (2012)** “Role of Self Help Groups in Women Entrepreneurship through Micro Finance-A Study of Mysore District”, National Conference on “Innovative Paradigms in Contemporary Management”, S B Jain Institute of Technology Management and Research, Nagpur, 28th Jan 2012.
11. **Savitha V (2011)** “The Impact of Training on Employee Development-An Overview”, National Conference on “HR at the Modern Workplace”, SDMIMD, Mysore 16th & 17th Dec 2011.
12. **Savitha V (2011)** “Employee Retention in IT Industry-A Study of Mysore District, National Conference on “Innovations and Challenges in Business Horizons”, Tumkur University, Tumkur, 2nd & 3rd Dec 2011.
13. **Savitha V (2011)** “Performance Evaluation of Self Help Groups in Mysore City”, National Seminar on “Community Empowerment and Sustainable Development:, Vijaya

First Grade College, Pandavapura, 23rd & 24th September 2011.

14. **Savitha V (2011)** “Changing Behaviour of Retail Customer-A Study in Mysore City”, National Seminar on “Marketing Revolution: Emerging Trends in Retail Marketing” Vidyodaya Arts and Commerce First Grade College, T.Narasipura, 16th & 17th Sep 2011.
15. **Savitha V (2011)** Socio-Economic Background and Status of Women Entrepreneurship-A Study of Mysore District, National Conference on “Entrepreneurship and Business Development in India: Issues and Cases”, Kowsali Institute of Management Studies, Karnataka University, Dharwad, 4th & 5th November 2011.
16. **Savitha V (2011)** Industry University Interface-SWOT Analysis, International Conference on “Re-Emerging of Management Education”, KSOU, Mysore 8th & 9th April (2011).
17. **Savitha V (2010)** “The Impact of Customer Relationship Implementation in Banking Industry”, UGC Sponsored Two day National Level Seminar on „Customer Relationship Management in Banking Industry, JSS College for Women, Mysore 28th & 29th Sep 2010.

06. WORKSHOP PARTICIPATION

1. One Week National Level Workshop Cum Conference on “Panel Data Econometrics” organised by DOS in Economics and Co-Operation, Manasagangotri, Mysore held on 12th to 18th Aug 2016.
2. 8 Day University Level Workshop on “Research Data Analysis using SPSS and R Statistics” organised by University Computer Centre, Manasagangotri, Mysore, held on 1st to 9th July 2016.
3. One Day University Level Workshop on “Electronic Information Resources for Teaching and Research” organised by MMK&SDM Mahila Mahavidyalaya, Mysore held on 19th DEC 2015.
4. One Day Workshop on “Translation as an Empowering Instrument for the College Teachers” organised by Maharaja’s College, Mysore held on 31st March 2015
5. 10 Days National Level Training Programme on “Research Methodology for Ph.D Scholars in Social Science” organised by DOS in Commerce, University of Mysore, Mysore held on 20th to 29th Jan 2014.

6. Two Days National Level Workshop on “Research Methodology and Data Analysis” organised by Teresian College, Mysore held on 11th&12th Nov 2014.
7. One Day University Level Workshop on “Research Methodology” organised by Government First Grade College, Kuvempunagar, Mysore held on 11thAUG 2012.
8. Two Days Workshop on “Statistical Analysis of Research Data using SPSS organised bySDMIMD, Mysore held on 9th&10th March2012.

07. SEMINAR/SYMPOSIUM/ CONFERENCE PARTICIPATION

1. One Day National Level Seminar on Digital Financial literacy and its relevance for socio economic development, organized by Vidyavardhaka first grade college Mysuru, on 29th April 2023.
2. One Day International Level Seminar on Issues and challenges in business education and information technology, organized by Sri K. Puttaswamy first grade college Mysuru, on 8th February 2023.
3. Two Day National Level Seminar on Skill India – challenges and opportunities, organized by BIMS manasagangothri Mysuru, on 6th and 7th January 2023.
4. Two Day International Level Seminar on VARTANA 2.0. Organized by St. Claret College Bengaluru, on 29th and 30th November 2022.
5. Two Day International Level Seminar on Knowledge partnership foe advancing the UN SDGs, Organized by BIMS manasagangothri, Mysuru, on 4th and 5th November 2022.
6. One Day International Multidisciplinary Conference on "Recent Trends in Humanities, Commerce and Management and Science and Technology" on 9th April, 2022.
7. One Day National Level Online Symposium on the topic “Emerging Entrepreneurs under Covid-19 Crisis held on 6th June, 2020 organised by St.Joseph“s First Grade College, Mysuru.
8. National level Online Seminar on “Sustainable Challenges in Post Covid” held on 5th and 6th June, 2020 organised by Government First Grade College, Hosakote.
9. Two days National Level Webinar on “Legal Service Awareness and Lockdown” held on 1st and 2nd June, 2020 organised by Government College for Women (Autonomous), Mandya
10. National level Seminar on “Women Empowerment and Economic Development in India- The Road Map Ahead” on 11th October 2019 organized by Sri.K.Puttaswamy First Grade

college, Mysuru.

11. One Day National Level Conference on “Economic Policies and natural disasters in India” organised by Dept. of EVS, Humanities and IQAC, Vidyavardhaka First Grade College, Mysuru on 4th October, 2019
12. One Day National Seminar on “Health Insurance Prospects and Challenges” on 23rd March 2019 organised by PG Department of Commerce and Mysore Insurance Institute, Shanthi Arts, Science and Commerce College, Malavalli.
13. One Day National Seminar on “Emerging Perspectives on HR, Marketing & Finance” on 16th March, 2019 organised by PG Dept. of Commerce & Business Administration, Maharani’s Women’s Commerce and Management College, Mysuru.
14. One Day 2nd international Conference on “Emerging Global Trends in Accounting, Finance and Taxation” organised by School of Commerce Studies, Jain University, Bengaluru on 27th February, 2018.
15. One day National Conference on “Infrastructure and Sustainable Development: Issues and Challenges” organised by Basudev Somani College, Mysuru on 19th January, 2018
16. National Level Seminar on “Insurance Education in India: Challenges and opportunities” organised by DOS in Commerce, University of Mysore, Mysore held on 11th July 2016
17. Two Days National Level Seminar on “Empowering Women through Skill Development Challenges and Opportunities” organised by Centre for the Study of Social Exclusion and Inclusive Policy, University of Mysore, Mysore held on 1st & 2nd July 2016
18. 5th International Conference on “Emerging Trends in Finance, Accounting and Banking” organised by SDMIMD, Mysore held on 19th & 20th 2016.
19. International Seminar on “Exploring Social Business Opportunities India and Uganda Experience with Micro Finance and Others” organised by Mahajana’s College, Mysore held on 2nd Jan 2016
20. ICSSR Sponsored National Level Conference on “Financial Inclusion for Sustainable Development” organised by DOS in Commerce and Management KSOU, Mysore held on 6th and 7th Dec 2014
21. UGC Sponsored National Level Seminar on “Financial Inclusion” organised by Basudev Somani College, Mysore held on 28th & 29th March 2014
22. UGC Sponsored National Level Seminar on “Human Rights-Issues and Challenges” organised by Basudev Somani College, Mysore held on 22nd Feb 2013
23. State Level Conference on “Achieving Organizational Excellence through Business Education Issues and Challenges” organised by DOS in Commerce and BIMS, Mysore

held on 17th & 18th Feb 2012.

24. National Level Conference on “Rural Transformation and Developmental Perspectives: Managerial Challenges, Manipal Institute of Management, Manipal held on 21st & 22nd Jan 2012.
25. National Level Conference on “FDI Issues in Indian Retail Sector” organised by SDM College of Engineering and Technology, Dharwad held on 20th Jan 2012.
26. Two Days State Level Conference on “Regional Imbalance on Banking Industry and Inclusive Growth in Karnataka/India: A Focus on 12th Five Year Plan” organised by Centre for the Study of Social Exclusion and Inclusive Policy, University of Mysore, Mysore held on 5th December 2011.
27. National Level Conference on “Open and Distance Learning in Global Environment- Issues and Challenges” organised by KSOU, Mysore held on 21st to 23rd Sep 2011
28. UGC Sponsored National Conference on “Application of Mathematics and Statistics” organised by Yuvaraja’s College, Mysore held on 25th & 26th March 2011
29. Two Days National Level Seminar on “Dimensions of Urbanization and Development in India” organised by SBRR Maharaja First Grade College, Mysore held on 24th & 25th March 2011.
30. Two Days National Level Conference on “Women and Work: Policies towards Economic Inclusion” organised by Centre for Women’s Studies, University of Mysore on 21st & 22nd March 2011.
31. One Day State Level Seminar on “Climate Change and Environmental Issues, organised by Maharaja’s College, Mysore on 18th FEB 2011.
32. One Day State Level Seminar on “Emerging Trends in Service Sector” organised by Basudev Somani College, Mysore on 15th April 2010

08. FDP/Orientation Programme/Refresher Course

1. One Week National Level Faculty Development programme and online Training on “SCILAB- An Open Source substitute for Matlab” organised by JNTUH College of engineering, Sultanpur and Spoken Tutorial Project IIT, Bombay held on 25th May 2020 to 30th May, 2020.
2. International Online faculty Development Programme on 50 + Ways of Teaching, Learning Process jointly organised by MTC Global, Bengaluru, Dhaka International University, Dhaka, Bangladesh and Knowledge Cafe, Bengaluru held on May 30th 2020.

3. One Week National Level Online faculty Development programme on “Research Methodology in Commerce” organised by Department of post Graduate Studies and Research in Commerce, Rani Chennamma University, Belagavi held on 21st May 2020 to 27th May 2020.
4. FDP on Creating a Conducive Learning Environment” organised by DOS in Commerce, University of Mysore, Mysore held on 1st oct 2016

Research Guideship

Recognized as research guide (**No.MG.COM.T/118/2021-22/Dated:19-07-2021**) in the subject commerce and management at P.E.T Research Foundation, P.E.S College of engineering campus, Mandya. (Affiliated to University of Mysore, Mysore). List of candidates perusing Ph.D. under the guidance of **Dr. Savitha V**

| Sl. No | Name | Provisional Reg. No | Year | University | Category | Registered |
|--------|----------------------|---------------------|---------|----------------------|----------|------------|
| 1 | Ranjansathya Das S | WOF-540/2021-22 | 2021-22 | University of Mysore | GM | Yes |
| 2 | Pramod K | WOF-673/2021-22 | 2021-22 | University of Mysore | OBC | Yes |
| 3 | Raghavendra Prasad N | WOF-717/2021-22 | 2021-22 | University of Mysore | GM | Yes |
| 4 | Manjunath N | WOF-718/2021-22 | 2021-22 | University of Mysore | SC | Yes |