

FACULTY PROFILE



1	Name	Dr. SHIVA SHANKAR. K. C.
2	Present Designation	Assistant Professor
3	Department	Department of studies and research in Business Administration
4	Date of Birth	19/02/1962
5	Date of entry into service in Tumkur University	11/05/2010
6	Date of entry into the Present Designation	11/05/2010
7	Residential Address	No.79, 18 th Cross, 20 th Main Road , M.C. Layout, Vijayanagar, BANGALORE--560040
8	Mobile Number	9845399596
9	Email ID	k.cshivashankar@yahoo.com
10	PAN No.	ACRPS1951P
11	Aadhar Card Id No.	--
12	Passport No.	--

13	Academic Qualification		
	Degree	University	Year of Award
a	Post Graduate Degree	Mysore University	1993
b	M.Phil.		
c	Ph.D.	Mysore University	2013
	Ph.D. Topic:	Strategies of selected Retail companies in India	
	Guided By:	Dr. S.J. Manjunath, Associate Professor, BIMS , Mysore University, Manasagangotri, Mysore	

14	NET – Year of Passing	2005
15	SLET/KSET – Year of Passing	----

16	Area of Research Specialization	Marketing, Human Resource Management.
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17	Teaching Experience			
	Designation	From	To	Place
	Assistant Professor	11/05/2010	Till today	Tumkur University, Tumkur
18	Administrative Experience			
	Designation	From	To	Place
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19	Research Guidance			
A	Ph.D.			
	Name of Student	Thesis		Year
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B	M.Phil.			

Name of Student	Thesis	Year
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20	Papers Presented/ Lecturers Delivered/ Sessions Chaired in Conference and Symposia (International)	(Tick below)		
	Details	Paper Presented	Lecture Delivered	Session Chaired
1	Corporate governance and Business Ethics	✓		
2	Problems in Price convergence in Agricultural commodities-causes, effects and remedies	✓		
3	Impact Globalization on Quality of Management Education	✓		
4	Talent Management: Comparison between pre- & post economic downturn	✓		
5	Financial literacy	✓		
6	Deepening Micro- Finance	✓		
7	Challenges & issues of Supply Management in Organized Retailing	✓		
8	Corporate Social Responsibility practices by private & public sector companies	✓		
9	Correlation between high performance and good Corporate governance of an organization –Multidisciplinary Conference	✓		
10	Impact of Urbanization on environment	✓		
		✓		
21	Papers Presented/ Lecturers Delivered/ Sessions Chaired in Conference and Symposia (National)	(Tick below)		
	Details	Paper Presented	Lecture Delivered	Session Chaired
1	Managing in Uncertain Times	✓		
2	Marketing Strategies for Retailers in a Slow Economy	✓		
3	Customer life time value- A Marketing tool for Insurance Industry.	✓		
4	Integrated consumer demand forecasting system	✓		
5	Challenges in Land & Water right systems	✓		
6	Talent Management: Comparison between pre- & post economic downturn	✓		
7	Financial literacy	✓		
8	Deepening Micro- Finance	✓		
9	Challenges & issues of Supply Management in Organized Retailing	✓		
10	Retention strategies of employees in Retail Industry			
11	Innovative practices in Supply Chain Management – Issues & Challenges	✓		
12	Issues & Challenges in Retail Marketing	✓		
13	TQM in Retail industry	✓		
14	Influence of Vedanta management Practices to the Modern World	✓		
22	Human Values in Vedanta Management-Issues & Challenges	✓		
23	Corporate Social Responsibility practices by private & public sector companies	✓		
24	Correlation between high performance and good Corporate governance of an organization –Multidisciplinary Conference	✓		
25	Tourism development strategies- Issues and Challenges	✓		
	Infrastructure and Tourism development – Issues & Challenges	✓		
26	Innovative trends in Karnataka Tourism	✓		
27	Rural Marketing issues & Challenges	✓		
28	Trends in Talent Management-Challenges Ahead	✓		
29	Trends In Business Education in India	✓		

30	Challenges and opportunities in Management Education	✓		
31	Human Rights and Contemporary Issues-as delegate	✓		
32	Rural Marketing-Issues and Challenges	✓		
33	FDI in Retail-Emerging Trends and Challenges	✓		
34	Innovative Practices in Retail Entrepreneurship	✓		
35	Challenges in Digital resource planning in Management education	✓		
24	Research Projects			
A	On going			
	Title of Project	Funding Agency	Duration	Amount Sanctioned
1	A Study on Utilizations of funds in Zilla Panchayat & Taluk Panchayat of Tumkur District.	UGC	18 Months	1.2 Lakhs
2	Study on industry & academic gap special reference to Curriculum skill development and specialization in management in the state of Karnataka	UGC	18 Months	1.0 Lakhs
B	Completed			
	Title of Project	Funding Agency	Duration	Amount Sanctioned
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25	Membership of Professional Organizations			
1	Life Membership, The Institute of Engineers (India), Karnataka Chapter. M-1397915			
2	Life Member, Bangalore Management Association LF-515			
3	Life Member, National Institution of Personal Management., L-29863			
4	Member, Rotary International District 3190, 6E3190047102			
26	Official Foreign Visits			
