



Dr Seema Sambargi

Professor

Specialization: Marketing and General Management

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Qualification

- PhD
- NET
- MBA
- M.Sc. (Statistics)
- B.Sc. (Statistics, Economics, Mathematics)

Work Experience - 23 Years

- 2021 - Present
Professor - Center for Management Studies, Jain (Deemed-to-be) University
- 2010 - 2021
Professor - Adarsh Institute of Management and IT
- 2008 - 2009
Faculty - ICAI School of Financial Studies
- 1997 - 2006
Head of the Department - Statistics, Surana College

Courses Facilitated & Taught

- Statistics for Managers (MBA & PGDM)
- Research Methodology (MBA & PGDM)
- Marketing Management (MBA)
- Services

Career Summary

Dr Seema is an experienced Professor with a flair for research and demonstrated history of working in the higher education industry for over 23 years. She holds a strong educational career with a PhD in Marketing Management, NET qualification in Management, M.Sc. in Statistics, and she is currently pursuing her second doctorate in Behavioral Finance from Bangalore University. She is also an author of textbooks on the reference list of various universities and articles in national newspapers. She has to her credit many research articles, conference proceedings and case studies. She is skilled in E-Learning, Microsoft Excel, Data Analysis, and Curriculum Development.

Research Interests

Consumer Behavior, Investment Behavior, Emotional Intelligence, Scale Construction, Research Methods

Research Publications

Sl No	Year	Title of the paper	Name of the Journal, Volume, Issue, ISSN	Scopus /Web Of Science/ UGC Care list/Peer Reviewed
1	2010	BIG FM 92.7 and KFCC: A Case of Conflict Resolution through Mediation	Adarsh Journal of Management Research Vol.3 Issue 2	Peer Reviewed
2	2013	Book Review: Business Sutra-A very Indian Approach to Management	Adarsh Journal of Management Research Vol.6 Issue 1	Peer Reviewed
3	2014	Emotional Intelligence and its impact on Psychological Well Being on Postgraduate Students -An Empirical Study	RVIM Journal of Management Research Vol.6, Issue 1	Peer Reviewed
4	2014	Emotional Intelligence -Its role in Job Performance and Success in Workplace- A Conceptual Framework	International Journal of Academic Research Volume 4 Issue 2 ISSN 2348-7666	Web Of Science
5	2014	Psychographic Profiling of Professional Women: Development and Factor Analysis of Items for a Questionnaire	Adarsh Journal of Management Research Vol.7 Issue 2	Peer Reviewed

<p>Marketing (MBA)</p> <ul style="list-style-type: none"> Retail Marketing (MBA) Digital Marketing (MBA) Consumer Behavior (MBA) Neuromarketing (MBA) Business Analytics (MBA) Predictive Analytics with R (MBA) Strategic Management (MBA) Management Information Systems (MBA) Advanced EXCEL for Finance (MS-Finance) Quantitative Techniques (B.Com & BBA) Mathematical Statistics (B.Sc.) Statistics (PUC) <p><u>Member on Committees / Editorial Boards</u></p> <p><u>Committees</u></p> <ul style="list-style-type: none"> 2020 – 2021 Syllabus Committee, MBA Department - Bengaluru City University 	6	2014	Predicting Online Buyers Using a Discriminant Analysis: A study on College Students in Bangalore	M S Ramaiah Management Review Vol 4 Issue 1 ISSN-0975-7988	Peer Reviewed
	7	2015	Online Shopping of Grocery and Fast Moving Consumer Goods -A Review of Online Factors and Models of consumer behaviour	SYNDICATE The Journal Of Business Vol 15, Issue 1,2015	Peer Reviewed
	8	2016	Predicting Online Buying using Shopping Orientation - A Study on Online Grocery Shopping among Women	PES Business Review Volume 11, Issue 1, June 2016	Peer Reviewed
	9	2018	Disclosing Human Resource Accounting-Effect On Stock Investment Decision	International Journal of Recent Scientific Research Vol 9 Issue 9,ISSN: 0976-3031	UGC Care List
	10	2019	Evaluation of Personal Innovativeness and Perceived Expertise on Digital Marketing Adoption by Women Entrepreneurs of Micro and Small Enterprises	International Journal of Research and Analytical Reviews March 2019, Volume 6, Issue 1):ISSN 2349-5138	UGC Care List
	11	2019	Awareness of Human Resource Accounting Practices among Equity Investors in Bengaluru City	Asian Journal of Multidimensional Research Year: 2019, Volume : 8, Issue : 2 ISSN : 2278-4853.	UGC Care List
	12	2019	Influence of Culture on Refrigerator Buying Behaviour - A Study in Bangalore	Infokara Research Volume 8 Issue 12 ISSN NO: 1021-9056	UGC Care List
	13	2019	Awareness of human resource accounting practices among equity investors in Bengaluru City	Asian Journal of Multidimensional Research (AJMR) Volume : 8, Issue : 2 ISSN : 2278-4853	UGC Care List
	14	2020	Customer Profiling of Online Grocery Shoppers- A Comparison of Two Techniques	Adalya Journal Volume 9, Issue 1, January 2020 ISSN NO: 1301-2746	Web Of Science
	15	2020	A Study on the Factors Influencing Financial Knowledge of People	INFOKARA RESEARCH Volume 9 Issue 1 ISSN NO: 1021-9056	UGC Care List
	16	2020	Managing Multicultural Teams in a VUCA Business Environment	TEST Engineering and Management Volume 82 Page Number: 5808-5813 Publication Issue: January-February 2020 ISSN: 0193-4120	Scopus Indexed

- External Examiner on the Panel for Ph.D. Viva -Voce for Vishweshwaraya Technical University and Dayanand Sagar University
- Board of Examiners – Cochin University, PES University, RVIM, Bengaluru Central University

17	2020	A study on the determinants of career choices and career breaks among women professionals in the IT sector	TEST Engineering and Management Volume 82 Page Number: 5794 -5800 Publication Issue: January-February 2020 ISSN: 0193-4121	Scopus Indexed
18	2021	Digital Marketing Strategies Adopted by Women Entrepreneurs and Its Impact on Business Performance (In the Context of Micro and Small Enterprises)	International Journal of Management, IT & Engineering, Vol 11 Issue 4 , Page No.56-77 ISSN: 2249-0558	Peer Reviewed

Consultancy / Projects

Rendered consultancy services to Narayana Nethralaya in setting up the process for their customer care centre and conducted training programs (2018-19)

Articles

- Technology, not trifurcation can solve BU's Problems- Article published in Times of India on 17/6/2016
- BU blunder - Is trifurcation really necessary? - Article published in Bangalore Mirror on 16/6/2016

Books / Chapters

Sl.No	Year	Title of book	Publisher	ISBN
1	2000	A Textbook of Probability and Statistics	Himalaya Publishing House	1351234023710
2	2013	Business Mathematics and Statistics	I K International	9789382332428
3	2019	Business Mathematics and Statistics (Reprint)	Wiley	9789389520262

Activities

A resource person in Faculty Development Workshops in Research Methodology conducted by

- Adarsh Institute of Management and Information Technology (8th Feb-12th Feb, 2021)
- City College, Bangalore(27th February, 2021)

Developed an online course on Business Analytics. -a four credit course as per the syllabus of Bengaluru City University for 2nd Semester, MBA (<https://seema-sambargi.thinkific.com/courses/business-analytics>)

Editorial Board

- Asian Journal of Business Ethics (Reviewer)
- International Journal of Consumer Studies (Reviewer)
- Adarsh Journal of Management Research (Ex- Managing Editor)

Professional Memberships

Recognition / Awards

Won the Second-Best paper award in the International Management Conference conducted MSRIM, Bangalore (2015)

Seminars and Conferences Attended

Sl No	Year	Conference Proceedings	Publisher	ISBN
1	2013	Examining Consumer Acceptance and Factors affecting Online Shopping Innovation: An Empirical Study of Students in Bangalore: Innovation-The Key To Global Competitiveness	Sanguine	978893506019
2	2014	A Critical Analysis of Learning Styles Of students using Fleming's Learning Style Inventory	Adarsh Vidya Sangh	9781634523073
3	2015	Corporate Social Responsibility Initiatives in India-An exploration of Emerging Trends and the impact of Mandatory CSR Spend on the Strategies for Sustaining Global Competition	C. B Bhandari Jain College	

Online Certifications and Webinars

IBM SPSS AMOS Foundation Course: SEM Scratch to Advanced - Udemy