



Dr. Roopa KV MBA, Ph.D., K-SET,

Assistant Professor, Academic Coordinator, Student Council – Coordinator.

Center For Management Studies, JAIN (Deemed-to-be University)

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Qualification

- **Ph.D.,**

Karnataka State
Akkamahadevi
Women's University,
Vijayapur
2015 - 2021
- **KSET Qualified**
September 2020
- **MBA (Marketing)**
Dr. Ambedkar
Institute of
Technology, VTU
2011 - 2013
75% (FCD)
- **BBM**
Seshadripuram
Academy for
Business Studies,
Bangalore University
2008 - 2011
74% (FC)

Work Experience

9 Years

- **CMS - JAIN Deemed to be University**
Assistant professor,
Department of BBA
June 2021 - present
- **Koshys Institute of Management Studies, BU**
Asst Professor, Dept
of MBA
Nov 2019 - April
2021

Career Summary

I am an aspirant professional with 9 plus years of teaching experience at UG and PG level to Management students. I am specialized in Marketing Management and my subject areas include general management, corporate social responsibility, and green marketing. I describe myself as an extrovert personality with good communication skills and enthusiastic to learn, research, experiment and implement. I always want to work in a competitive environment with challenging assignments that shall yield the twin benefits of job satisfaction and a steady-paced professional growth with accomplishment of organizational and personal goals.

Research Interest

Marketing

Research Publications

- **Cognitive Dissonance And Consonance In Customers Adopting E-Vehicles In India: Effect Of Fame Scheme On Customer Perception**
 - Journal: World Journal of Management and Economics
 - Impact Factor: 0.197
 - ISSN: 1998-1392 (online)
 - Scopus Indexed: ABDC C CATAGORY JOURNAL
 - Year: Jul'2022
 - Link: <https://t.ly/zwGRi>
- **Role Of Psychological Capital on The Job Performance and Job Effectiveness of Remote Workers Amidst the Global Pandemic- Covid-19**
 - Journal: World Journal of Management and Economics
 - Impact Factor: 0.197
 - ISSN: 1998-1392 (online)
 - Scopus Indexed: ABDC C CATAGORY JOURNAL
 - Year: Jul'2022
 - Link: <https://t.ly/H EW>
- **Millennials and Digitalization: Online shopping behavior**
 - Journal: Journal of Positive School Psychology
 - Impact Factor: 0.6
 - ISSN: 2717-7564
 - Scopus Indexed: Scopus
 - Year: May'2022
 - Link: <https://t.ly/sKr>
- **Employees Locked at Home: Revisiting Motivation Theory-An Analytical Study**
 - Journal: Journal of Positive School Psychology
 - Impact Factor: 0.6
 - ISSN: 2717-7564

- **Koshys Institute of Management Studies, BU**

Asst Professor, Dept of BBA & B.COM
Jun 2016 – Nov 2019

- **New Baldwin international residential college, BU**

Asst Professor, Dept of BBA & B.COM
Dec 2015 – Jun 2016

- **East Point College for Higher Education, BU**

Asst Professor, Dept of BBA & B.COM
May 2014 – May 2015

Courses Facilitated & Taught

MBA

1. International Marketing Strategy
2. Strategic Management
3. Service Marketing & Retail Mgmt.
4. Cooperative Management
5. Communication Skills

BBM

1. Entrepreneurship Management
2. International Business
3. Business Research Methodology
4. Human Resource Management
5. Service Management
6. Consumer Behavior
7. Retail Management.
8. Advertising & Media Management

B.COM

- Scopus Indexed: Scopus
- Year: May'2022
- Link: <https://t.ly/aqD6>

➤ **One tap shopping: Impulsive Fashion and apparel Buying Behavior**

- Journal: International journal of Recent technology and Engineering
- Impact Factor: 1.0
- ISSN: 2277-3878
- Scopus Indexed: Scopus
- Year: Sep'2022
- Link: <https://t.ly/lxOa>

➤ **Restaurants in pocket: digitalization and food ordering in Bangalore**

- Journal: International journal of Recent technology and Engineering
- Impact Factor: 1.0
- ISSN: 2277-3878
- Scopus Indexed: Scopus
- Year: Mar'2022
- Link: <https://shorturl.ac/79rwu>

➤ **Green consumerism: A special Emphasis on purchase behavior towards Eco-Friendly products in Bengaluru**

- Journal: International journal of Recent technology and Engineering
- Impact Factor: 1.0
- ISSN: 2277-3878
- Scopus Indexed: Scopus
- Year: Mar'2022
- Link: <https://shorturl.ac/79rww>

➤ **A Study on Consumer Travel Perception with reference to Online Ticket Reservation in Bengaluru, India**

- Journal: International Journal of Emerging Technology and Innovative Research
- Impact Factor: 7.95
- ISSN: 2349-5162
- Scopus Indexed: No
- Year: Jun'2019
- Link: <https://shorturl.ac/79rww>

➤ **Tourism and social media: Special emphasis on the choice of travel destination by millennials in Bangalore**

- Journal: International Journal of research and analytical Review
- Impact Factor: 7.2
- ISSN: 2349-5138
- Scopus Indexed: No
- Year: Mar'2019
- Link: <https://shorturl.ac/79rwy>

➤ **The Influence of social media: A Special Emphasis on Online Buying Behavior of Millennial's in Bangalore**

- Journal: International Journal of Social Science and Economic Research
- Impact Factor: 5.16
- ISSN: 2455-8834
- Scopus Indexed: No
- Year: Feb'2019
- Link: <https://shorturl.ac/79rwz>

1. Banking Law and Operations
2. Entrepreneurship Development Program
3. PR and Corporate Communication.
4. Retail Management

Articles / Case Studies

NIL

Consultancy / Projects

Minor Research Project – Funded (November 2022)

Topic: “Covid-19 and its Impact on Micro, Small and Medium Enterprises (MSMEs) In Karnataka

Books / Chapters

NIL

Activities

- Organizing Committee Member for 36th Inter University National Youth Festival Feb 2023
- Editorial Board and Organizing committee member - International Conference on Innovative Practices for Sustainable Development: Business Management and Analytics. Sep 2022
- Organised Workshop on Research Integrity – Sept 2022
- Best Research Paper Award – 2022 By Ebenezer Group of Institutions.
- Event Coordinator at KIMS
- Chief Editor for Experiential Learning Capsule at KIMS
- Chief Editor for Newsletter – Lakshya, KIMS
- Data analysis using SPSS and AMOS
- Research and article writing
- Content writing for website and reports
- Anchoring and corporate video Face

Recognition / Awards

- Best Research Paper Award – 2022 By Ebenezer Group of Institutions.
- Chief Editor for Experiential Learning Capsule at KIMS
- Chief Editor for Newsletter – Lakshya, KIMS
- 100 % academic excellence award for the subject Retail management, cooperative management, Communication skills and marketing management.
- Worked as an Event coordinator at KIMS.
- Worked as a department coordinator for BBA at KIMS
- Winner of Koshys Management award 2020 for the contribution towards KIMS
- Topper of PhD entrance exam in 2015 at KSAWU
- Best outgoing student of the batch 2008 by SABS

Member on Committees / Editorial Boards

Committees

- Editor, Experiential Learning Capsules for MBA -KIMS (2020-21 April)
- Editor, Newsletter KIMS (2021)
- Event Coordinator KIMS (2017-2019)
- Counselling Committee member KIMS (2019)

Professional Memberships

NIL

Seminar/Workshop/Activities/FDP

SL.NO	Activity	Title	Year
1	IIM Conference	Vipam -International Marketing Conference IIM Visakhapatnam	2023- MAY
2	Workshop	Statistical Discovery using JMP	2022- NOVEMBER
3	Conference	International Conference On Innovative Practices for Sustainable Development: Business Management and Analytics.	2022- SEPTEMBER
4	Workshop	Research Integrity	2022 SEPTEMBER
5	Conference	International Conference on Digital Business Innovation in Global Outlook by Ebinizer Group of Institutions.	2022 - FEBRUARY
6	Conference	International Entrepreneurship summit Avalokan 2.0	2022 - JANUARY
7	Faculty Development program	LEAP	2021
8	Webinar	Application of SPSS and AMOS	2021
9	Faculty Development program	Research and E-resources	2019
10	Faculty Development program	Teaching and learning methods	2019
11	Workshop	Application of statistical Tools in Research	2019
12	FDP By EDII	Entrepreneurship	2019
13	Faculty Development program	Flipped learning	2019
14	Personality Development Workshop	Personality development by Alok keshri	2019
15	National Seminar	Digital Practices: An emerging tool to transform India	2018
16	Faculty Development program	Case study analysis and innovative management practices	2018
17	Workshop	Outcome based Education	2018
18	Faculty Development program	Research made easy with SPSS	2018
19	Faculty Development program	Research and Data Analytics	2018
20	Workshop	Research methodology and statistical Analysis	2015
21	Workshop	Application of statistical tools in social sciences and business research with SPSS	2015

Online Certifications and Webinars

- **Marketing Analytics**
- **Digital Marketing Foundations**
- **Marketing Tools and SEO**

