

DR. SHUSHMA. H.



Career objective:

To establish myself in the field of education and to utilize my skills and experience to help students to achieve high improvements in academics

EDUCATIONAL BACKGROUND

Degree/ Course	University/Board	Month &Year of Passing	Result &Percentage
S.SL.C	St. Anns High School, Hyderabad. Board of Secondary Education. Andhra Pradesh	March 1995	I Class 72%
P.U.C	Bapu Girls Junior College, Bangalore. Department of Pre-University Education. Government of	March 1997	I Class 72%
B.Com	AkkaMahadevi College, Bidar. Gulbarga University	March 2000	I Class 61%
M B A	Gulbarga University (main campus) Gulbarga.	July 2002	I Class 63%
Ph.D.	Gulbarga University	Topic: Destination Positioning - A Case Study of Karnataka State – June 2014	-

QUALIFIED NET (National Eligibility Test) for LECTURESHIP in December 2008

WORK EXPERIENCE

Academic	Worked as Guest Faculty at BLDE Association for BBA, Bijapur	From October 2002 to July 2004
	Worked as Faculty for BBM and PGDBM at SB College, Gulbarga.	From September 2004 to April 2005
	Worked as Full time Guest Faculty for MBA at Gulbarga University, Gulbarga.	From September 2005 to February 2011
	Working as Assistant Professor, School of Business Studies, Central University of Karnataka, Gulbarga	From March 7th 2011

WORK EXPERIENCE	Graduation level: 3 years Post Graduation : 7 years
CLASSES ENGAGED FOR	BBA, BBM, PGDBM, MBA
RESIDENTIAL ADDRESS	H. No. 2-907/80/117 Gubbi colony, Sedam Road, Gulbarga-585105
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WORKSHOPS ATTENDED

THEME OF THE WORKSHOP	DATE	LEVEL	ORGANISERS
Knowledge Management	12 & 13 August 2013	Two days	Xavier Institute of Management and Entrepreneurship – Bangaluru.
Environmental Management System	7 th and 8 th Nov 2004	Two days	Dodappa Appa Institute of MBA - Gulbarga

BOOK PUBLISHED

1. WOMEN EMPOWERMENT – A Global Initiative for Closing Gender Gap, Vol. I, IndoTech Publications Pvt. Ltd. With ISBN No. 978-93-83193-76-9.
2. WOMEN EMPOWERMENT – A Global Initiative for Closing Gender Gap, Vol. II, IndoTech Publications Pvt. Ltd. With ISBN No. 978-93-83193-77-6..
3. DESTINATION POSITIONING – A CASE STUDY OF KARNATAKA STATE – Research Express Publication with ISBN no. 978-81-930536-1-4.

PAPERS PRESENTED AT CONFERENCES

THEME OF THE SEMINAR/CONFERENCE AND ORGANISERS	DATE	LEVEL	TITLE OF THE PAPER PRESENTED
International Case Symposium – Fashion, Retail & Management, National Institute of Fashion Technology (NIFT), Bhubaneswar, Odisha	19 th & 20 th November 2015	International	Sandur Lambani Vs. Kalaburagi Lambani Handicraft
Rural Market in India: An Unexplored Terrain – UGC sponsored –Dept. of Management Studies, Mahatma Gandhi University –Nalagonda, Telangana	13 th March 2015	National	Role of Rural Markets in Accelerating Indian Economy
International Case Study Conference- Indian Education Society's Management College and Research Centre, Mumbai	04 th and 05 th February 2015	International	Rational v/s Emotional
International Stress Management Association	6 th to 8 th November 2014	International	Mindfulness – A way out to manage your work and manage your life
Global Business: Opportunities and Challenges – Dept. of Commerce, Osmania University - Hyderabad	27 th to 29 th March 2014	International	From Philanthropy to Potential Business Perspective - Strategically
Innovative trends in Entrepreneurship in new Millennium – Dr. Babasaheb Ambedkar Marathwada University, Aurangabad – Maharashtra	17 th & 18 th August 2013	National	Agri-tourism – An Innovative rural Entrepreneurship Venture

Indian Society at Cross Roads: Problems and Solutions – Dept. of Sociology, Sri Venkateshwara University, Tirupati - AP	27 th & 28 th April, 2013	National	Integrated Education in India: Problems and Prospects
Development Issues in India: Major Challenges to Twelfth Five Year Plan – Dept. of Sociology, Osmania University, Hyderabad	25 th and 26 th March 2013	National	Indian Rural Women’s Empowerment and Entrepreneurship: A View
7 th International Conference on Management and Behavioural Sciences – Society of Management and Behavioural Science, Noida – Delhi	9 th and 10 th March 2013	International	Achieving Sustainability Through Craft Tourism
Indian Society at Crossroads: Problems and Solutions – Directorate of Distance Education and Dept. of Sociology, Sri Venkateswara University.	27 th and 28 th April, 2013	National	Integrated Education in India: Problems and Prospects
65 th All India Commerce Conference of Indian Commerce Association – K. P. B. Hinduja College of Commerce, Mumbai.	9 th to 11 th November 2012	National	Promotion of Tourism and Handicraft Industries in India in the Global Turbulence Period
Contemporary Management Practices and Just Society – Vijayanagara Institute of Management Studies, Vijayanagara Sri Krishnadevaray University - Bellary	30 th and 31 st March 2012	National	Role of Tourism in Framing Strategies to overcome Economic Problems of a Developing Economy
Science and Technology, Society and Development: A Discourse Department of Sociology, Osmania University, Hyderabad.	28 th and 29 th March 2012	National	Challenges in Science and Technology in India: A Concern
Inclusive Growth in Agriculture – Department of Economics, Osmania University, Hyderabad	10 th March 2012	National	Agriculture Growth and Inclusive Development
Micro Finance and Women Empowerment – Nrupatunga First grade college, Sedam, Gulbarga	21 st and 22 nd October 2011	National	Financial Inclusion – A Unique case of Swabhimaan

Gender, Society and Development Strategies for a Better Future – Dept of Sociology, Sri Venkateshwara University: Tirupati	27 th and 28 th September 2011	UGC National	Privatization of Higher Education and its Quality Deterioration in India
Crisis of Development and People's Movement in India: A Debate on the Coping Mechanism for Balanced Development – Dept of Sociology Osmania University, Hyderabad	25 th and 26 th August - 2011	National	Development of India – Alternative Strategies
Social Development in India: Policies, Strategies and Challenges Dept of Sociology Osmania	25 th and 26 th April, 2011	National	Domestic Violence against Women in Hyderabad: A Sociological Study
Watershed Management and People's Participation in India – Dept. of Sociology, Satavahana University, Karimnagar	16 th and 17 th April - 2011	National	Deterioration of Watershed Management Resource in India: A Concern
International HR Conclave "Four Es of HRM". Mahatma Gandhi College, Guntur, A.P	29 th -31 st Oct 2010	International	Spirituality - Ultimate means of Stress Management at Work Place
International Research Conference on Retail. Padmashree Dr. D. Y. Patil University, Navi Mumbai.	9 th Oct 2010	International	Rekindle Interest In Retailing - An Analysis
Urbanization and Urban Development in India: Trends, Problems and Prospects. Dept. of Sociology, Osmania University, Hyderabad	26 th and 27 th August 2010	National	Addressing Domestic Violence against Women in urban area: A study on society for Women awareness and Rural Development in Hyderabad
Urbanization and Urban Development in India: Trends, Problems and Prospects. Dept. of Sociology, Osmania University, Hyderabad	26 th and 27 th August 2010	National	Role of Tourism in transforming Semi Urban areas into Urban - A study on Gulbarga - Bidar Tourism Prospects
Technology and Business Management (in-absentia) EVIT – Dubai	16 th - 18 th March 2010	International	An analysis on Infrastructure's Role as Economic Growth Engine and Poverty Eradication Tool

Global Financial System in the post-crisis era-Issues, Challenges and Opportunities. University of Madras	16 th & 17 th March 2010	International	Challenges and Opportunities for Asia in the post-crisis era and Its Leadership role in reshaping the post-crisis global economy
Social construction of Childhood in 21 st Century. Raja Bahadur Venkata Rama Reddy Women's College. Hyderabad	19 th &20 th March 2010	National	Children-The Tender Target - Issues and Options
Global Crisis and Indian Economy. Baburaoji Gholap Mahavidyalaya, Pune.	18 th to 20 th Feb 2010	National	Impact on Indian Financial Market in the wake of Global Recession
Ideas OF Dr. B.R. Ambedkar. Research Scholars, Gulbarga University	13 th Dec 2009	One day Seminar	Ideologies of Dr. B.R Ambedkar During and After Independence
Crisis Management-The Challenge of Tourism &Hospitality. Pondicherry University	30 th April, 2009	National	Terrorism Haunting Tourism - Issues, Impacts and Measures
Economic Recession and Management Strategies. Karnataka State Open University, Mysore	21 st and 22 nd Feb 2009	National	Revisiting Human Resource Strategies in the wake of Economic Recession
RETAIL-Next Power Factor. Velammal Engineering College Department of Management Sciences, Chennai.	18 ^m Oct2008	National	Retailing-Current and Future Trends

PAPERS PUBLISHED IN BOOKS/JOURNALS/MAGAZINES

TITLE OF BOOK/JOURNAL/MAGAZINE	MONTH AND YEAR OF PUBLICATION	TITLE OF THE PAPER/ARTICLE
ARTICLE PUBLISHED IN THE BOOK – “RURAL MARKETS IN INDIA”	April 2015	Role of Rural Markets in Accelerating Indian Economy
INTERNATIONAL ORGANIZATION OF SCIENTIFIC RESEARCH – JOURNAL OF BUSINESS AND MANAGEMENT - e-ISSN: 2278-487X, p-ISSN: 2319-7668 -www.iosrjournals.org	Volume 4 February 2015 PP 23-24	Rational v/s Emotional (Case Study)

International Journal For Marketing Studies (International Peer-Reviewed Bi Monthly Journal) ISSN 2349-2309 © Blue Square Publishing House	Volume Issue 1 January 2015 PP 15-25	Issues and Challenges in Managing Human Capital – A Cram With Reference To Management Students
Global Business Opportunities and Challenges ISBN 978-81-910003-0-14	Vol. II March 2014 Pg. 367-375	From Philanthropy to Potential Business Perspective – Strategically
PINACLE JOURNALS – SPECTRUM: A MULTIDISCIPLINARY RESEARCH – ISSN: 2278 – 0637 (ONLINE) http://www.PinacleJournals.com	Vol. 1, Issue 6, September 2012, pp 31-40	Tourism and Handicraft – Exploring the Linkages
INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT ISSN: 2231 - 4245	Vol. II, Issue II, July 2012, pp 106-111	Agri Tourism in Karnataka – Issues Constraints and Possibilities
THEMATICS INTERNATIONAL JOURNAL OF COMMERCE AND MANAGEMENT ISSN: 2231 - 4881	Vol. 2, Issue I March 2012, pp 63-73.	Positioning Karnataka as Agri Tourism Destination
THEMATICS INTERNATIONAL JOURNAL OF ECONOMICS ISSN:2277 - 3029	Vol. 1 Issue 1 – January 2012, pp 68-76.	A Thematic Study of Role of Tourism in Creating Economic Opportunity in a Developing Economy
INDIAN JOURNAL Of MANAGEMENT REVIEW ISSN: 0976-9056	Vol. I No. 3 April - June 2011, pp 62-66.	Destination Positioning of Karnataka - A Tourism Treasure
VEDAANG ISSN: 09757961	VOL. 1 July - December 2010	Emerging Issues in Financial Sector Regulations
GLOBAL FINANCIAL SYSTEM IN THE POST-CRISIS ERA ISBN: 13:978-81-8209-267-9	March 2010	Challenges and Opportunities for Asia in the Post-crisis Era and its Leadership Role in Reshaping in the Post-crisis Global Economy
ICTBM International Conference at Dubai (proceedings)	March 2010 Pg31	An Analysis on Infrastructure's Role as Economic Growth Engine and Poverty Eradication

		Tool (In-absentia)
IME (INSTITUTE Of MANAGEMENT EDUCATION) ISSN: 0974-0716	Vol I Nol Jan 2010	Towards the Roles and activities of Karnataka State Tourism Development Corporation
Travel Karnataka - Fortnightly Tourism Tabloid	Vol 1 Issue 13 Jan 1 2010 Pg32	Incredible offer - region of Gulbarga and Bidar is one stop-shop for tourists
SOUVENIR	February 2010	Impact on Indian Financial Markets in the Wake of Global Recession
OSMANIA Journal of International Business Studies ISSN: 00973-5372	Vol. IV No. 2 July-December 2009	An analysis of Indian Medical Tourism in the Wake of Global Recession
SOUVENIR	February 2009	Revisiting Human Resource Strategies in the Wake of Economic Recession

REFRESHER COURSE ATTENDED

THEME OF THE COURSE	DATE	GRADE	ORGANISERS
Orientation Course	From January 08 th to February 04 th 2015	Obtained 'A' grade	UGC – Academic Staff College, University of Hyderabad – Hyderabad.
Research Methodology	From 24 th May to 13 th June 2012	Obtained 'A' grade	UGC – Academic Staff College, University of Hyderabad – Hyderabad.

OTHER POSITIONS HELD

1. Panel Member for Selection of Faculty on Contractual basis for the department of Management Studies at Central University of Karnataka, 2015.
2. Panel Member for Selection of Faculty on Contractual basis for the department of Engineering as VC nominee at Central University of Karnataka, 2015.
3. Appointed and Served as Squad in the Special Squad Team for the End Semester Examination December 2014.
4. VC nominee in the Selection process of faculty members on Contractual basis for the department of Computer Science, Engineering and Civil Engineering held on 23.08.14.
5. VC nominee in the Selection process of faculty members on Contractual basis for the department of Hindi held on 09.08.14.

6. Worked as Observers (CUK- Representatives) for Entrance Examination at Shimoga Centre, June 7th and 8th 2014.
7. Worked as Deputy Warden for Girls Hostel Central University of Karnataka, Gulbarga
8. Faculty Coordinator, NAAC Committee, Department of Business Studies, School of Business Studies, Central University of Karnataka 2014-15
9. Worked as Organizing Committee Member and Participated in National Conference on “Sustainable Development and Planning – 2013” held during 6th -7th September 2014, organized by the School of Business Studies, Central University of Karnataka.
10. Worked as Organizing Committee Member and Participated in National Conference on “Performance, Challenges and Prospects of MSMEs in India” held during 21st -22nd February 2014, organized by the School of Business Studies, Central University of Karnataka.

POSITIONS CURRENTLY HOLDING

1. Nodal Officer, Community College Skill Development Cell, Central University of Karnataka.
2. Academic Council Member, Central University of Karnataka, Gulbarga.
3. Scrutiny Committee Member, Central University of Karnataka, Gulbarga.
4. Purchase Advisory Committee Member, Central University of Karnataka, Gulbarga.
5. Student’s Handbook Committee Member, Central University of Karnataka, Gulbarga.
6. Hostel Building Search Committee Member Central University of Karnataka, Gulbarga.

RESEARCH PROJECTS

Presently working on Seed Money Project funded by CUK titled “Issues and Challenges in Marketing of Handicraft Products in Karnataka – A Study with Special Reference to Lambani Embroidery Products in Gulbarga District”

ACADEMIC PROJECTS

Guided around 100 students of MBA in their academic projects as Internal Guide

OTHER MAJOR ACHIEVEMENTS

Successfully completed Ph.D. with research title “Destination Positioning – A Case Study of Karnataka State” from Gulbarga University, Gulbarga.

Extra-Curricular Activates

1. Won First Prize in “Geet Pratiyogita” during Hindi Saptah September 2015.
2. Won Secondd Prize in “Pick and Speak” during Hindi Saptah September 2015.
3. Won First Prize in “Geet Pratiyogita” during Hindi Saptah September 2014.
4. Participated in “Pick and Speak” during Hindi Saptah September 2014.
5. Participated in “Anuvad” during Hindi Saptah September 2014.

Reference:

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PLACE: GULBARGA

DATE: 31.12.2015

DR. SHUSHMA. H

