



# P.E.S. College of Engineering, Mandya - 571401

(An Autonomous Institution, affiliated to VTU, Belagavi)

## Faculty Profile

### General

Name	Dr. Aluregowda
Designation,	Associate Professor
Department & Affiliated Institution	Department of Master of Business Administration P.E.S College of Engineering, Mandya – 571 401
Research Area	Services Marketing, Brand Management, Retail Marketing
Contact Number	+91 9972802151
Email ID	<a href="mailto:alure_gowda@yahoo.com">alure_gowda@yahoo.com</a>



### Academic Profile

#### Educational Qualifications

Degree	College	University	Year of Passing	% ge	Class
Ph. D	Department of Studies in Business Administration (BIMS)	University of Mysore, Mysuru	2015	-	-
M. B.A.,	Department of Studies in Business Administration (BIMS)	University of Mysore, Mysuru	2008	61.84	I - Class
B. Sc.,	Bharathi College, Bharathinagara, Mandya District	University of Mysore, Mysuru	2006	70.9	I - Class

#### Professional Experience

Organization and Department	Designation	Period	Total Experience
Department of MBA, P.E.S. College of Engineering, Mandya	Associate Professor	04-12-2019 To till date	----
Department of MBA, P.E.S. College of Engineering, Mandya	Assistant Professor	01-01- 2012 to 03-12-2019	7 Yrs 11 Months
Department of MBA, P.E.S. College of Engineering, Mandya	Lecturer	24-09- 2009 to 31-12-2011	2 Yrs 3 Months
Bangalore Institute of Management Studies, Bangalore	Lecturer	24-02-2009 to 16-09- 2009	6 Months

### Reports on Academic and Research Activities

#### Academic Activities

Teaching Records (Details of courses taught)	Post Graduate (M. B. A): Marketing Management, Human Resource Management, Business Environment, International Business Management, Service Marketing, Industrial Marketing, International Marketing, Strategic Brand Management, Retail Marketing, Strategic Management, Integrated Marketing Communications, Project Management,
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#### Research Guidance (Candidates Awarded / Pursuing Ph.D / M.Sc., Engg./ M.Phil)

Degree	Ph. D.	M.Sc., Engg.	M.Phil
Awarded	Nil	Nil	Nil
Pursuing	01	Nil	Nil

#### Sponsored Research Projects (List of Projects taken up /completed and funds receiver & funding sources)

Project Title	Project Funded by	Grants Sanctioned	Grants Received
Sponsored Research	---	--	---

#### Research Publications in Refereed Journals and Conferences/Symposia

Number of Publications in	National	International
Journals	01	29
Conferences/Symposia	14	09

### Best Paper Award

*“An Empirical Study on Promoting women Entrepreneurship – A Case with special reference to AWAKE, Karnataka” organized two days International Conference on Dynamics of Entrepreneurship at PG Dept of Commerce, Teresian College, Mysore on 27<sup>th</sup> & 28<sup>th</sup> November 2018*

## **LIST OF PUBLICATIONS**

1. Aluregowda (2013). Organized Retail Strategy: A Study at Loyal World Supermarket IOSR Journal of Business and Management (IOSR-JBM), Volume 7, Issue 1, ISSN : 2278- 487X, PP. 75-80,
2. Aluregowda (2013). Retail Service Quality and its Effect on Customer Perception: A Study of Select Supermarket in Mangalore VSRD International Journal of Business and Management Research, Vol. 3 No. 1, e-ISSN: 2231- 248X, p-ISSN 2319- 2194, PP. 1-6, UGC Approved, Journal No. 43329.
3. Dr. S. J. Manjunath, Aluregowda (2013). Impact of Brand Trust and Brand Affect on Brand Loyalty International Journal of Engineering and Management Research, Vol.-3, Issue-1, ISSN: 2250-0758, PP. 8-12
4. Aluregowda (2013). Customer Perception towards SMS Advertising, International Journal of Management, IT and Engineering, Volume 3, Issue 3, ISSN:2249-0558, PP. 395-405
5. Dr. S. J. Manjunath, Aluregowda (2013). Impact of Service Quality on Customer Satisfaction at AXIS Bank International Journal of Management and Social Sciences Research, Volume 2, No. 3, ISSN: 2319-4421, PP. 63-67. UGC Approved, Journal No. 43329.
6. Aluregowda (2013).Impact of Brand Equity and Brand Loyalty on Customer Satisfaction, Abhinav **National** Monthly Refereed Journal of Research in Commerce & Management Volume No.2, Issue No.11 ISSN 2277-1166, PP. 49-57, UGC Approved, Journal No. 49010.
7. Aluregowda, Arun Kumar. G (2013). Stress among Students – A Study of MBA Students in Mysore District Asia Pacific Journal of Marketing & Management Review Vol.2 (11), ISSN 2319-2836, PP. 110-116
8. Aluregowda (2013). A Study on Customer Relationship Management With Special Reference to Household Appliances at Mandya, Karnataka, International Journal of Management Research and Review, Volume 3/Issue 9/Article No-2/3559-3564 , ISSN: 2249-7196, PP. 3559-3564
9. Aluregowda (2013). Role of Brand Awareness in Health Care Industry , Abhinav International Monthly Refereed Journal of Research in Management & Technology, Volume II, ISSN – 2320-0073,PP.139-145
10. Aluregowda (2013). A Study on Consumer Preference towards Samsung Televisions Brand in Bangalore City, International Journal of Marketing, Financial Services & Management Research, Vol.2, No. ISSN 2277- 3622, PP. 77-89
11. Aluregowda (2013).A Study on Service Quality in Education Institution at Mandya, Karnataka, International Journal of Management and Social Sciences Research, Volume 2, No. 12,ISSN: 2319-4421, PP. 60-66
12. Aluregowda (2013).Consumer Behavior towards Refrigerator in Mysore City, International Journal of Research in Commerce, IT & Management, Vol. No. 3, Issue No. 11, ISSN 2231-5756, PP.88-94

13. Aluregowda (2013).A Study on Brand Awareness with special reference to “YOU” broadband in Bangalore City, VSRD International Journal of Business and Management Research, Vol. III Issue XII,e-ISSN : 2231-248X, p-ISSN : 2319-2194, PP.511-517
14. Aluregowda (2013). A Study on Brand Image towards Nandini Products at MANMUL in Mandya International Journal of Engineering and Management Research, Volume-3, Issue-6, ISSN No.: 2250-0758,PP.1-8
15. Aluregowda (2014). Role of Multi-National Companies in Indian Consumer Durable Industry – An Empirical Study International Journal of Management, IT and Engineering, Volume 4, Issue 1, ISSN: 2249-0558, PP.266-273
16. Aluregowda (2014). Management Education in Higher Education - Issues and Challenges Abhinav International Monthly Refereed Journal of Research in Management & Technology, Volume III, ISSN – 2320-0073, PP.1-9
17. Dr. S. J. Manjunath, Aluregowda (2014). Brand equity and customer satisfaction: a study of LG air Conditioner in Mysore, International Journal of Management Research and Review, Volume 4/Issue 2/Article No-4/207-214 ISSN: 2249-7196, PP.207-214
18. Dr. A.C. Kiran Kumar, Dr. Aluregowda, Dr. H.V. Ravindra (2016). An Empirical Study on Organic Products and Services at Organic Mandya –A Case Study with Special Reference to Mandya District, 10.15533/sdm/2016/v7i2/104325, Print ISSN: 0976-0652 | Online ISSN: 2320-7906, SDMIMD Journal Of Management, Vol 7, Issue 2, PP. 51-58
19. Dr. Aluregowda, Lithesh G.R (2018). Consumer Buying Behaviour towards Koryo electronic product and services – A case study on big bazaar during maha savings day at Mnadya, Karnataka, Qualitative and Quantitative Research Review, Vol. 3, Issue 3,ISSN No. 2462-1978, eISSN No. 2462-2117,PP.114-124
20. Dr. Aluregowda, Dr. Srinivas.K.T, Kiran N.G (2019). Children preference towards game and Toy – A Case Study During Maha Savings Day at Big Bazaar, Mandya, International Journal of Emerging Technologies and Innovative Research, Pg. 140-144, ISSN No. 2349-5162, PP.140-144
21. Aluregowda, Kiran N.G (2019). Consumer buying behavior towards kitchen storage products and services, A case study during Maha Savings daily at Big Bazaar, Mandya, Karnataka, Asian Journal of Management, Volume 10, Issue 2, ISSN- 0976-495X (Print), ISSN-2321-5763 ( Online), Pg no. 135-140
22. Mr. Mahadevaswamy R M, Dr. Aluregowda (2020). Financial inclusion in semi urban and rural area with reference to Ujjivan small financial bank, International Journal of Management and Social Science Research Review,E- ISSN - 2349-6746, ISSN -2349-6738, Vol-7, Issue-04, Impact factor: 6.462. pp 18-26
23. Dr. Aluregowda, Ranjansatya Das, Mahadevaswamy R.M (2020) Retail banking strategies: a study With special reference to ICICI bank International Journal of Advanced Research in Management (IJARM) ISSN Print: 0976 - 6324 and ISSN Online: 0976 – 6332,Volume 11, Issue 2, Journal Impact Factor

(2020): 8.9480 Calculated by GISI, pp. 01–13,

24. Dr.Aluregowda, Mr. Mahadevaswamy R M, Mr. Ranjansathya Das S (2020) Role of small finance banks in microfinance initiatives for financial Inclusion: Issues and challenges The International Journal of analytical and experimental modal analysis ISSN NO:0886-9367, Volume XII, Issue V, May/2020,PP.571-579, An UGC-CARE Approved Group – II Journal
25. Mr. Ranjansathya Das S, Dr.Aluregowda, Mr. Mahadevaswamy R M,(2020) An Overview of Retail Banking: A Theoretical Perspective, Compliance Engineering Journal, ISSN NO: 0898-3577, Volume 11, Issue 6, Impact factor 6.2, PP.103-111, An UGC-CARE Approved Group – II Journal
26. Dr.Aluregowda, Mr. Mahadevaswamy R M, Mr. Ranjansathya Das S, (2020). Level of Student Satisfaction While Using E- Learning Among Engineering Students, GIS SCIENCE JOURNAL, ISSN NO : 1869-9391, VOLUME 7, ISSUE 6, Impact factor 6.1, PP. 280-293, An UGC-CARE Approved Group – II Journal
27. Dr. Aluregowda (2020), Customer satisfaction towards E-service quality: with reference to service offered by SBI in Mandya city, VSRD International Journal of Business and Management Research, Vol. 3 No. 1, e-ISSN: 2231- 248X, p-ISSN 2319- 2194, PP 1-10
28. Mr. Ranjansathya Das S, Dr.Aluregowda, Mr. Mahadevaswamy R M,(2020) Comparative Analysis on Digital Banking Services: With Special Reference to Banks of Mandya City, The International journal of analytical and experimental modal analysis, ISSN NO:0886-9367, Volume XII, Issue VII, Impact factor, 6.3, PP. 937-947, An UGC-CARE Approved Group – II Journal
29. Mr. Ranjansathya Das S, Dr. Aluregowda, Mr. Mahadevaswamy R M ,(2020). A Study on Retail Banking with special reference to SBI Bank, Journal Of Engineering, Computing & Architecture, ISSN NO: 1934-7197, Volume 10, Issue 7, 2020, PP. 133-146, An UGC-CARE Approved Group – II Journal
30. Ranjansathya Das S, Dr. Aluregowda, Mr. Mahadevaswamy R M (2020). Customer Preference towards Public and Private Sector Banks : A Comparative Study at Mandya District, Aegaeum Journal, ISSN NO: 0776-3808, Volume 8, Issue 7,Impact Factor 6.2, PP. 1027-1042, An UGC-CARE Approved Group – II Journal,