




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

(An Autonomous Institution, affiliated to VTU, Belagavi)

Faculty Profile

General

Name	Dr. Aluregowda	
Designation,	Associate Professor & Head	
Address for communication	Post Graduate Department of Management Studies (MBA) P.E.S College of Engineering, Mandya – 571 401	
Research Area	Services Marketing, Brand Management, Retail Marketing	
Contact Number	+91 9972802151	
Email ID	aluregowda@pesce.ac.in, alure_gowda@yahoo.com	

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
Bangalore Institute of Management Studies, Bangalore	Lecturer	24-02-2009 to 16-09- 2009	6 Months
PESCE, Mandya	Lecturer	24-09- 2009 to 31-12-2011	2 Yrs 3 Months
	Assistant Professor	01-01- 2012 to 03-12-2019	7 Yrs 11 Months
	Associate Professor	04-12-2019 To 03-06-2021	_____
	Associate Professor and Head	04-06-2021 to till date	_____

Reports on Academic and Research Activities

Academic Activities

Teaching Records (Details of courses taught)	Post Graduate Department of Management Studies (MBA): 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	06	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
Microfinance Initiatives for Financial Inclusion achieving through Empowering Rural Women and Poor.	AICTE –RPS (Mgmt) in the year 2020-21	2,00,000.00	2,00,000.00 Research Project Ongoing
Research Publications in Refereed Journals and Conferences/Symposia			
Number of Publications in	National	International	
Journals	01	38	
Conferences/Symposia	14	08	
Best Paper Award			
<i>“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 27th & 28th November 2018</i>			
Other Important Responsibilities Held in the College			
1. BOS Member in Business Administration and Commerce –Online Programmes (PG) for a period of three years, Moulyabhavana, Manasagangotri, Mysore, 11-04-2022	2. BOS Chairman 2022-25, Department of Management Studies, PES College of Engineering, Mandya		
3. Chairman of Board of Examiner, 2022 -23, Department of Management Studies, PES College of Engineering, Mandya.	4. BOE Member, JSS Centre for Management Studies, JSS College of Engineering, Mysore, 2017-18, 2020-21		
5. Life Time Membership for Indian Society for Technical Education(ISTE)-[LM - 94367]			

LIST OF CONFERENCES & PUBLICATIONS

Paper Presented at International Conferences:

1. Presented paper on the topic entitled “National council for Higher Education Resources – Issues and challenges Vis – A – Vis Management Education”, at International Conference on Re-Engineering of Management Education, held on 8th and 9th April, 2011, organized by Department of Studies and Research in Commerce and Management, Karnataka State Open University, Manasagangothri, Mysore.
2. Presented paper on the topic entitled “An Empirical Study on Promoting women Entrepreneurship – A Case with special reference to AWAKE, Karnataka”, at Two days International Conference on Dynamics of Entrepreneurship, held on 27th and 28th November 2018, Organized by PG Dept Commerce Teresian College , Mysore
3. Presented paper on the topic entitled “Consumer Buying Behavior towards Koryo electronics products and services: A case study during Maha savings days at Big Bazaar, Mandya, Karnataka”, International Conference on Innovation Practices and Mangemnet at International Conference on Innovation Practices and Management, held on 27th and 28th December 2018, Organized by BNMIT, Bangalore.
4. Presented paper on the topic entitled “An Empirical Study on consumer purchase pattern during Maha savings days at Fashion Big Bazaar, at International Conference on Changing Business Landscape (ICCBL-2019), held on 6th and 7th February 2019, Organized by CHRIST deemed to be University, Bangalore.

5. Presented paper on the topic entitled “An Empirical Study on consumer response towards Food Bazaar during Maha savings day. A Case Study with special reference to Mandya District, Karnataka”, at II PIMR Best Case Study contest in 13th PIMR International Conference held on 09th and 10th February 2019, Organized by Prestige Institute of Management and Research, Indore, Madhya Pradesh
6. Presented paper on the topic entitled “Performances of RRB’S in Karnataka: A Study at Karnataka Grameena Bank before and after Amalgamation”, at International conference on Banking, Financial Services and Insurance, on 17th and 18th January 2020, IQAC, Dept of Management Studies, Jawaharlal Nehru College of Engineering, Shivamogga
7. Presented paper on the topic entitled “Marketing Strategies for Sustainable development in Retailing: A Study at Fashion Big Bazaar, Mandya”, at International Conference on Harmonizing People, Planet and Profits- Sustainable Strategies and Ethical Considerations in the 21st Century, Collaboration with Institute of Management Accounts (IMA) and Dept of Commerce, on 20 and 21st January 2020 organized by Collaboration with Institute of Management Accounts (IMA) and Dept of Commerce. CHRIST deemed to be University, Bangalore
8. Presented paper on the topic entitled “Micro Finance and Women Empowerment to reduce Poverty in Southern Karnataka: A study of selected rural women and poor” two days 3rd International Conference on “Knowledge Partnerships for Advancing the UN SDGs” held on 4th & 5th November 2022, organized by Bahadur Institute of Management Sciences’ (BIMS), Manasagangotri, Mysore,

Paper presented and proceedings published in National Conference:

1. Women in Higher Education- Issues and Challenges, Shanlax International Journal of Arts, Science and Humanities, ISSN: 2321-788X, UGC Approved, Journal No. 43960, National Conference on Women’s education in Indian Society, Fatima College, Madurai, Tamil Nadu, 26th October 2013
2. A Study on Employment of Women under MGNREGA, Himalaya Publishing House Pvt. Ltd. ISBN: 978-93-5142-250-1, Two days National Seminar on Women Empowerment during 21st century in India, Rani Channamma University, Belagavi. 22nd - 23rd November 2013
3. Corporate Social Responsibility: A study on Selected Companies, Thematics Publications Pvt. Ltd, ISBN: 978-93-83192-13-7, Two days national Conference on Social Aspects in Marketing Management for 21st Century, Dept of Management, KSWU, Bijapur, 21st - 22nd November 2013
4. Leadership Development for Diverse Workplace: An Empirical Study, SDMIMD Journal of Management, ISBN: 978-81-922146-5-8, 2nd International Conference on Managing Human Resource at the Workplace. SDMIMD, Mysore, 13th - 14th December 2013

5. Impact of Brand Equity on Customer Satisfaction- A study on Samsung Refrigerators in Bangalore City, Archers and Elevators Publishing House, Bangalore, Department of Business Management Velagapudi Ramakrishna Siddhartha Engineering College Vijayawada- 520 007, 28th March 2014
6. National Conference on Recent Trends in Business Management PGDOMS, PESCE, Mandya, Childrens preference towards game and toy- a Case study during Maha Savings day at Big Bazaar, Mandya, 25th January 2019
7. National Conference on Shift in Indian Business Environment, JSS Centre for Management Studies, JSS Science and Technology, University, Paradigm Shift in Tourism Promotion: A study on life Style Holidays, Bangalore, 29th & 30th March 2019
8. National Conference on Shift in Indian Business Environment, JSS Centre for Management Studies, JSS Science and Technology, University, An empirical study on promoting women entrepreneurship – A case study with special reference to Shree Kshetra, 29th & 30th March 2019
9. International Conference on Issues and Challenges in the VUCA world, Consumer preference towards women’s ethnic wear at big Bazaar, Mandya, at held on 12th April 2019, Organized by Nagarjuna College of Management Studies, Chikaballapura, Karnataka
10. International conference on Future dimensions in Higher Education: A quantum leap in Technology on 22nd February 2020 “Students preference towards Humanities, Commerce, Engineering and Technology programs in higher education in India”, on, In association with Karnataka state Higher Education Council and Sahyadri College of Engineering and Management, Managalore organized by Government First Grade College, Madikeri. ISBN 978-81-940165-9-5
11. Presented paper on the topic entitled “Skill India Initiative On Youth Empowerment Towards Nation Building” at two days National Seminar on Skill India – Challenges and Opportunities, held on 6th and 7th January 2023, Sponsored by ICSSR, New Delhi, organized by B.N. Bahadur Institute of Management Sciences (BIMS), University of Mysore, Mansagangothri, Mysore.
12. Presented paper on the topic entitled “Skill Development For Empowering Rural Women And Poor: Recent Initiatives In Karnataka” at two days National Seminar on Skill India – Challenges and Opportunities, held on 6th and 7th January 2023, Sponsored by ICSSR, New Delhi, organized by B.N. Bahadur Institute of Management Sciences (BIMS), University of Mysore, Mansagangothri, Mysore.
13. Presented paper on the topic entitled “ Effect of Artificial Intelligence (AI) on Customer Satisfcation in Rural Banking Sector of Karnataka” at one day International Conference on Issues and Challenges in Business Education and Information Technology held on 8th February 2023, organized by Department of

Commerce and Computer Applications in association with IQAC held at Sri. K Puttaswamy First Grade College, Mysore.

14. Presented paper on the topic entitled “ Optimization Approach To Setup Time Reduction Using Smed Technique In Production With Scheduling And Workload” two days International Conference on Recent Developments in Mechanical Engineering” (ICRDME-2023) organized by Siddaganga Institute of Technology, Tumakuru, Sponsored by AICTE, New Delhi, Karnataka, India, on 3rd and 4th March 2023.

Journals 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, Qualitatitve 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,
31. Mr. Mahadevaswamy R M , Mr. Ranjansathya Das S & Dr. Aluregowda (2020) . Consumer Preference towards Dining Needs and Crockery Products - A Study at Big Bazar, Journal of Seybold Report, ISSN NO: 1533-9211, VOLUME 15 ISSUE 8 2020, pp. 2451-2455, An UGC-CARE Approved Group – II Journal,
32. Ranjansathya Das S, Mr. Mahadevaswamy R M & Dr. Aluregowda (2020). Comparative Analysis on Customer Satisfaction: A Study on Select in Public and Private Sector Retail Banking Aegaeum Journal, ISSN NO: 0776-3808, Volume 8, Issue 8, Impact Factor 6.2, PP. 1498-1056, An UGC-CARE Approved Group – II Journal,
33. Asha K.C., Dr. Aluregowda & Mr. Ranjansathya Das S (2020). Digital Service Quality: A Study with Reference to Select Private Banks, Journal of Shanghai Jiaotong University, ISSN:1007-1172, Volume 16, Issue 8, August – 2020, pp. ISSN:630-648.
34. Dr. Aluregowda & Mahadevaswamy R.M (2021), E- service quality: validates selection of public sector banks in Mandya, ANVESAK, ISSN Print 0378 – 4568 ,Vol. 51, No.1(XI), UGC Care Group 1 Journal, Bi-Annual Journal, January – June 2021, PP, 167-173
35. Dr. Aluregowda & Mahadevaswamy R.M (2021), Trends In Retail Banking - Issues and Challenges: Theory Prospective. Kalyan Bharati ; ISSN 0976-0822, UGC Care Approved, Group I, Peer Reviewed and Referred Journal Vol. 36, No. 9(II) : 2021, PP, 129-133
36. Asha K C, Dr. Aluregowda & Mahadevaswamy R.M (2022), Comparative Analysis On Digital Banking Services: With Select Public And Private Banks, Journal of Management and Entrepreneurship; ISSN 2229-

5348, UGC Care Group 1 Journal, Vol. 16, No.2 (I), April-June 2022 PP, 70-77,

37. Pavana P. N & Aluregowda (2022), Occupational Health And Safety Measures With Reference To Tyre Industry: Theory Prospective, Journal of Positive School Psychology, Scopus Indexed Journal, ISSN 2717-7564, Vol. 6, No. 4, PP, 9346 – 9353,
38. Pavana P. N & Aluregowda (2022), Redefining health and safety measures post Covid era - “A study of select tyre manufacturing companies at karnataka” Journal of Management and Entrepreneurship; ISSN 2229-5348, UGC Care Group 1 Journal, Vol. 16, No.3 (IV), July-September 2022 PP, 69-89,
39. Sumanth B & Aluregowda (2023), An evaluation of financial inclusion in India and the role of Pradhan Mantri Jan-DhanYojana in increasing the efficiency of payment banks, Dogo Rangsang Research Journal, ISSN : 2347-7180, UGC Care Group I Journal Vol-13, Issue-4, No. 2, April 2023, PP, 54-63,