

CURRICULUM – VITAE



Name and Designation	Dr. KASAMSETTY SAILATHA, Principal, PES Institute of Advanced Management Studies, Shivamogga			
Date of Birth	15/12/1975			
Educational Qualification	<ul style="list-style-type: none"> • M.Com, Ph.D • M.Com passed out in 1998 with 4th Rank from Gulbarga University • Ph.D done in the area of Entrepreneurship, thesis entitled “Business Entrepreneurship: A Gender Performance Analysis in Mysore District.” Awarded in 2007 from University of Mysore, Mysore. 			
Technical Qualification	<ul style="list-style-type: none"> • Passed Junior Typing with 85 per cent in 1992 • Completed Computer Aware Education in APTECH in 1997 • Completed Diploma in Information and Systems Management in APTECH and passed with distinction in 1999 • Completed I.T. Training for Teachers/Research Scholars/ Regular P.G. Students in CIST (Centre for information science and technology) MGM, in 2002. 			
Caste and Religion	Vaisyas (GM) Hindu			
Address For Communication	Dr. Kasamsetty Sailatha # 1302, “Vrushabha”, T.K. Layout, 4th Stage, 5th Cross Padavana Road, Kuvempunagara, Mysuru-23, Karnataka, India.			
Cell No.	98866 12196			
Mail ID	sailatha_vishnu20@yahoo.co.in			
Teaching Experience	Designation	Institution	Subjects Handled	Year
	Lecturer	Sri.Nataraja Women’s Residential First Grade Collage, Mysore.	For UG students – Management Accounting	1999-2000
	Lecturer	DOS in Commerce, University of Mysore	For M.Com. students – International Accounting and Advanced Statistics For MFAM students – Mergers and Amalgamations	2005 - 2007
Lecturer	JSS Women’s PG Center	For M.Com. Students – Portfolio Management and Financial Analysis	2006 - 2007	

	Assistant Prof.	VIT Business School, VIT University, Vellore.	All Finance and Accounting Subjects for UG as well as PG Students.	2007 – July 2010
Recognized as guide for Ph.D./M.S. by research at VIT University letter void No.VIT/Dir(AR)/071716; dated 28th June 2007				
	Asst. Prof., HOD and Vice Principal	PG Department of Commerce, VidyaVikas First Grade College, Mysore	Financial Management, Management Accounting, CMI, MNPO, BRM and PM	August, 2010 to Feb 2013
	Associate Professor	Coordinator of PG Department of Commerce (M.Com), TTL College of Business Management (PG Centre), Mysore.	Financial Management, Management Accounting, CMI, MNPO, BRM and PM	May 2013 to July 2015
	Chairperson and Associate Professor	Department of Management and Commerce, Amrita School of Arts and Sciences, Amrita University Mysuru	All Accounting and Finance Papers	July 15 to June-2017
Recognized as guide for Ph.D. by research at AMRITA University, Mysore Campus dated 4th April 2016				
<ul style="list-style-type: none"> • Member of BOE and BOS at AMRITA University Mysore Campus Dated 28th may 2016 • Developed BOS Member of Commerce Board at Amrita University and Involved in M.Com Taxation Programme Curriculum and Syllabus. • Guided almost 40-50 UG and PG project students at different colleges. 				
	Principal	Hindustan First Grade College, JP Nagar, Mysuru,		July 1st 2017 to 23rd May 2018
Current Status	Working as Principal at PES Institute of Advanced Management Studies, Shivamogga, from 5th July to till date.			
Research Experience	1999 to 2005			

Book Published	<p>Title of the Book: Business Entrepreneurship: A Gender Performance Analysis. Publishers: LAMBERT Academic Publishing. ISBN: 978-3-8484-8043-2 Year of Publication: 2012</p>
Publications are in Process	<p>(1) A Critical Review on Entrepreneurial Motivation (2) Impact of Entrepreneurial Education on Young Generation (3) A Perceptual Analysis on Right Stage to Introduce Entrepreneurial Education (4) Customers Brand loyalty towards Public and Private Insurance Sector (5) Perception Analysis of Young Generation towards online shopping (6) Are social media network boom or curse?</p>
Book is in Process	Management of Non-Profit Organization
<i>Title, Journal Name and Year</i>	
Research Papers Publications	<p>(1) Paper Title: Corporate Ethics Index of Selected Companies in India: An Empirical Study using Infosys as a Bench Mark. Journal Name: Journal of Development and Social Changes, vol.5, No. 1&2. Date: October – December 2008.</p> <p>(2) Paper Title: Antithesis of Berle and Means: Private Property Nature of Public Companies in India. Journal Name: Journal of Development and Social Changes, vol.5, No. 1&2. Date: October – December 2008.</p> <p>(3) Paper Title: Pension Fund Investment Policy Reforms in India Journal Name: Southern Economist Date: 1st May, 2011, Vol. No.50 No.1 Page No.</p> <p>(4) Paper Title: Assessment of Women Business Entrepreneurship. Journal Name: Southern Economist Date: 15th July, 2011, Vol.50 – No.6.</p>

(5) Paper Title: An Analysis of Motivational Factors of Rural and Urban Areas

Journal Name: Asian Journal of Development Matters An International contemporary and Multi Disciplinary Journal

Date: June, 2011, Vol.5

(6) Paper Title: Problems of Women Entrepreneurs: A Comparative Study of Vellore (India) And Thimphu (Bhutan)

Journal Name: International Journal of Research in Commerce, Economics and Management

Date: December, 2011, Vol.1 ISSN 2231-4245

(7) Paper Title: Impact of SHG-Credit Linkage Programmes on Women Empowerment.

Journal Name: Zenith International Research and Academic Foundation (ZIRAF)

Publication Date: 15th April 2013

ISSN No. 2231-5780

(8) Paper Title: SHG Banking Linkage Programme is a Tool for Socio-economic Empowerment of Women: An Empirical Analysis.

Journal Name: Zenith International Journal of Multidisciplinary Research (ZIMR) Vol. 4 (1)

Publication Date: January 2013

ISSN No. 2231-5780

(9) Paper Title: Managerial Skills of Entrepreneurs: A Comparative Analysis of Male and Female Entrepreneurs.

Journal Name: International Journal of Marketing, Financial Services and Management Research. Vol. 3 (1).

Publication Date: January 2014

ISSN No. 2277-3622

(10) Paper Title: The Impact of Erotic Images of Women in Advertising on the Brand

Journal Name: Midas Touch International Journal of Commerce, Management and Technology. Vol. 2 (1)

Publication Date: January 2014

ISSN No. 2320-7787

(11) Paper Title: SHG a Changing Movement of Social Status of Women an Empirical Study

Journal Name: JSSCWM Quest Journal of Science, Humanities, Commerce and Management Vol. 2 (1)

Publication Date: March 2014

ISSN No. 2321-0052

(12) Paper Title: Work Life Balance of Entrepreneurs: A Gender Analysis

Journal Name: IJRCM Vol. 4 No.6

Publication Date: June 2014

ISSN No. 2231-4245

(13) Paper Title: Customer Relationship Management Practices In Public And Private Sector Banks In India

Journal Name: SAARJ Journal on Banking & Insurance Research

Publication Date: July 2014, Vol.3 (4)

ISSN No. 2319-1422

Impact Factor: 2.380

(14) Paper Title: Portrayal of Women in Media and its Impact on Young Generation: A Perception Analysis

Journal Name: South Asian Journal of Marketing and Management Research

Publication Date: August 2014, Vol.4 (8)

ISSN No. 2249-877X

Impact Factor: 4.748

(15) Paper Title: IS SHG a Powerful Tool to Improve the Socio-Economic Status of Unprivileged? Empirical Evidence

Journal Name: Academicia: An International Multidisciplinary Reserach

Publication Date: August 2014, Vol.4 (8)

ISSN No. 2249-7137

Impact Factor: 5.099

The following Papers are published in IOSR Journal for publication: (2017)

(16) Problems and Challenges faced by small farmers during Demonetization: An Empirical Evidence

	<p>(17) A Study on Problems and Challenges faced by Small Hotel Business during Demonetization in Mysuru City</p> <p>The following Papers are published in International Journal of Applied Business and Economic research which is Scopus Indexed Journal (2017)</p> <p>(18) A Study on Women Participation in Higher Education: Contributions and Challenges</p> <p>(19) Do Non Audit Services Influence on Auditor Independence Perspectives of Indian Auditors?</p> <p>(20) Awareness of Financial Literacy among IT Professionals: A Study with Special Reference to Bengaluru City.</p> <p>(21) Emotional Intelligence Influence of Emotional Intelligence on Academic Performance of PG Students: With Reference to Mysuru City</p> <p>(22) Are Dual Career Couples Skirmish for Career Orientation? An Empirical Evidence with Special Reference to Mysuru City</p>
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Papers Presented in National, State and International Level Seminars and Conferences

<i>Papers Presented in Seminars</i>	<i>Title of the Paper, Place and Date</i>
International Level Seminar	<p>(1) Title of the Paper: Pedagogy of Bookkeeping Cycle. Place: Hyderabad, in All India Accounting Conference and International Seminar on Accounting Education and Research organized by Indian Accounting Association, Institute of Costs and Works Accountants of India Hyderabad chapter and Osmania University Collage for Women, Hyderabad. Date: During 2005.</p> <p>(2) Title of the Paper: “Problems of women entrepreneurs: A comparative study of Vellore (India) and Thimphu (Bhutan).” Place: International Conference on Indigenous Management Practices organized by Department of Business Administration Annamalai University Tamilnadu, India. Date: July 16th to 18th 2009,</p> <p>(3) Title of the Paper: Issues and Challenges of Management Education in India: An Overview.” Place: International Conference on Re-Engineering of Management Education held at Karnataka State Open University, Manasagangothri, Mysore. Date: 8th & 9th April 2011</p>

	<p>(4) Title of the Paper: Distance Education and Ethical Values. Place: International Conference on Open and Distance Learning in Global Environment – Issues and Challenges held at Karnataka State Open University, Manasagangothri, Mysore. Date: 21st to 23rd Sep. 2011</p> <p>(5) Title of the Paper: The Impact of Erotic Images of Women in Advertising on the Brand Place: International Conference on Technology Management for Green Environment ICTMGE 2013. Visvesvaraya Technological University, Regional Centre, Mysore. Date: 19th to 21st September 2013</p> <p>(6) Title of the Paper: Portrayal of Women in Media: A Perception Analysis on Impact of Young Generation Place: 3rd International Conference on Competency Building Strategies in Business and Technology for Sustainable Development. Sri Ganesh School of Business Management Mettupatti, Salem, Tamil Nadu, India. Date: 25th February 2014</p> <p>(7) Title of the Paper: Is SHG a powerful tool to Improve the Socio-economic Status of Unprivileged? Empirical Evidence. Place: 3rd International Conference on Competency Building Strategies in Business and Technology for Sustainable Development. Sri Ganesh School of Business Management Mettupatti, Salem, Tamil Nadu, India. Date: 25th February 2014</p> <p>(8) Title of the Paper: Customer Relationship Management Practices in Public and Private Sector Banks in India. Place: 3rd International Conference on Competency Building Strategies in Business and Technology for Sustainable Development. Sri Ganesh School of Business Management Mettupatti, Salem, Tamil Nadu, India. Date: 25th February 2014</p>
<p>National Level Seminar</p>	<p>(1) Title of the Paper: Responsiveness Towards Accounting Standards. Place: Mysore under the joint auspices of DOS in Commerce, University of Mysore and the University of H.S Board Liaison Committee of the Institute of Chartered Accountants of India. Date: During 2000.</p> <p>(2) Title of the Paper: WTO Regime: A SWOT Analysis. Place: Bangalore in Sixth Convention of Federation of Teachers councils of Commerce and Management in Karnataka and National Seminar on Repositioning Business Education Compulsions and Strategies, hosted by Bangalore University. Date: 21st and 22nd February 2006.</p>

(3) Title of the Paper: Audit Independence and Corporate Governance: Evidence from India.

Place: Mysore, A UGC sponsored National Seminar conducted by BasudevSomani Collage Mysore.

Date: 10-09-07.

(4) Title of the Paper: CRM in Banking: A SWOT Analysis.

Place: Mysore, UGC Sponsored Tow-Day National Level Seminar on “Customer Relationship Management in Banking Industry” organised by JSS College for Women (Autonomous), Saraswathipuram.

Date: 29-09-2010

(5) Title of the Paper: Role of RUDISETI in Empowerment of Women: A Case Study of Mysore District.

Place: Pandavapura, National Seminar on Community Empowerment and Sustainable Development, organized by Department of Economics, Vijaya First Grade College.

Date: 23rd & 24th Sep 2011.

(6) Title of the Paper: Work Life Balance of Entrepreneurs: A Gender Analysis

Place: on Stress Management in Corporate Sector – Issues and Challenges. Sri Adichunchanagiri College of Arts, Commerce and Science, Nagamangala, Mandya District, Karnataka in association with University Commerce and Management Teachers’ Forum.

Date: 18th September 2013

(7) Title of the Paper: A Study on Women Participation in Higher Education: Contributions and Challenges

Place: Two Day National Conference on “Structural, Institutional and Financial Sector Changes (both Global and Indian) in the New Millennium and the Road Ahead” organized by Department of Management and Commerce, ASAS, Amrita University Mysuru

Date: 7th and 8th April, 2017

(8) Title of the Paper: Do Non Audit Services Influence on Auditor Independence Perspectives of Indian Auditors?

Place: Two Day National Conference on “Structural, Institutional and Financial Sector Changes (both Global and Indian) in the New Millennium and the Road Ahead” organized by Department of Management and Commerce, ASAS, Amrita University Mysuru

Date: 7th and 8th April, 2017

(9) Title of the Paper: Awareness of Financial Literacy among IT Professionals: A Study with Special Reference to Bengaluru City.
Place: Two Day National Conference on “Structural, Institutional and Financial Sector Changes (both Global and Indian) in the New Millennium and the Road Ahead” organized by Department of Management and Commerce, ASAS, Amrita University Mysuru
Date: 7th and 8th April, 2017

(10) Title of the Paper: Problems and Challenges faced by small farmers during demonetization: An Empirical Evidence
Place: Two Day National Conference on “Structural, Institutional and Financial Sector Changes (both Global and Indian) in the New Millennium and the Road Ahead” organized by Department of Management and Commerce, ASAS, Amrita University Mysuru
Date: 7th and 8th April, 2017

(11) Title of the Paper: Emotional Intelligence Influence of Emotional Intelligence on Academic Performance of PG Students: With Reference to Mysuru City
Place: Two Day National Conference on “Structural, Institutional and Financial Sector Changes (both Global and Indian) in the New Millennium and the Road Ahead” organized by Department of Management and Commerce, ASAS, Amrita University Mysuru
Date: 7th and 8th April, 2017

(12) Title of the Paper: Are Dual Career Couples Skirmish for Career Orientation?
An Empirical Evidence with Special Reference to Mysuru City
Place: Two Day National Conference on “Structural, Institutional and Financial Sector Changes (both Global and Indian) in the New Millennium and the Road Ahead” organized by Department of Management and Commerce, ASAS, Amrita University Mysuru
Date: 7th and 8th April, 2017

(13) A Study on Problems and Challenges faced by Small Hotel Business during Demonetization in Mysuru City
Place: Two Day National Conference on “Structural, Institutional and Financial Sector Changes (both Global and Indian) in the New Millennium and the Road Ahead” organized by Department of Management and Commerce, ASAS, Amrita University Mysuru
Date: 7th and 8th April, 2017

(14) Title of the Paper: Vedic and Value Education in Enhancing Quality of Higher Education: Role of an Educator
Place: One day National Conference on “Higher Education in India: Challenges and Opportunities” Jointly organised by PES Institute of Technology and Management and PES Institute of Advanced Management Studies, Shivamogga.
Date: 15th November, 2019

State Level Seminar	<p>(1) Title of the Paper: Potential Sickness in the Women’s Business Entrepreneurship – A Survey. Place: Davangere in One Day State Level Seminar on Industrial Sickness at DOS and Research in Commerce, Shivagangothri, Kuvempu University. Date: During 2000.</p> <p>(2) Title of the Paper: Motivation Behind Women Entrepreneurs: A Comparative Study of Rural and Urban Areas. Place: BharathiNagara, in One Day State Level Seminar Sponsored by UGC on “Rural Entrepreneurship - Contemporary Issues” at Bharathi College. Date: 26-02-2011</p> <p>(3) Title of the Paper: The Role of Financial Institution in Implimentation of SHGs Credit Linked Programme in Karnataka. Place: Organized by IX Convention of Federation of Teachers Councils of Commerce and Management in Karnataka & State Level Conference on “Achieving Organisational Excellence through Business Education-Issues and Challenges” Mysore. Date: 17th & 18th Feb, 2012</p> <p>(4) Title of the Paper: Performance Evaluation of Yeshasvini Health Insurance Scheme in Karnataka Place: Department of Commerce, JSS College of Arts, Commerce and Science, Ooty Road, Mysore in Association with Mysore Insurance Institute. Date: 8th February, 2014</p>
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Attended Seminars, Conferences, Workshops, FDPs and MDPs	
International Conference	<p>(1) Title: Problem and Prospects of IT Professionals in New Millennium and National Seminar on World Wide Web Education. Place: Mysore, Organized during IT EXPO 2002 at the Centre for Information Science and Technology (CIST) University of Mysore, Mysore. Date: During 2002.</p> <p>(2) Title: Global trends in Higher Education and Challenges. Place: Organized by VIT University, Vellore. Date: 28&29-11-2009.</p> <p>(3) Title: Services Management – The Best and Next Practices. Place: Organized by VIT BS, VIT University, Vellore. Date: 18&19-12-2009.</p>

	<p>(4) Title: Mainstreaming Cooperatives in the Global Economy. Place: Organised by Department of Studies in Economics and Cooperation and Third Sector Research Resource Center, University of Mysore. 8th International Cooperative Alliance – Asia Pacific Research Conference. Date: 29-30 November 2013</p>
<p><i>Title, Place and Date</i></p>	
<p><i>Attended Workshops, MDPs and FDPs and Seminars</i></p>	<p>(1) Workshop Title: Computer Applications for the Teachers. (One Day). Place: Organized by University of Mysore, Mysore. Date: 20-02-2006.</p> <p>(2) Workshop Title: Marketing Intelligence: Trends, Practices, and Technological Advancements. (Two Days National Workshop). Place: Organized by VIT BS, VIT University, Vellore. Date: 19th & 20th -02-2007.</p> <p>(3) Workshop Title: Creativity and Innovation Management Practices (One Day). Place: Organized by VIT BS, VIT University, Vellore. Date: 17-03-2007.</p> <p>(4) Faculty Training Programme Place: Academic Staff College, VIT University, Vellore. Date: 08th to 10th -05 -2007.</p> <p>(5) FDP Title: Ethics and its Significance in Academics. Place: Organized by Academic Staff Collage, VIT University, Vellore. Date: 01-09-2007.</p> <p>(6) MDP Title: Reforming Business Education: Innovative Strategies. Place: Organized by VIT BS, VIT University, Vellore. Date: 05-07-2008.</p> <p>(7) EDP Title: Retirement Resource Planning. Place: Organized by VIT BS, VIT University, Vellore. Date: 06-12-2008.</p> <p>(8) Workshop Title: Innovations in Micro Finance. (One Day National Workshop). Place: Organized by VIT BS, VIT University, Vellore. Date: 12- 12-2008.</p>

- (9) EDP Title: Creative Problem Solving in Industries.**
Place: Vellore, Conducted by VIT BS, VIT University, Vellore.
Date: 23-01-2009.
- (10) FDP Title: Data Analysis For Managerial Decision Making.**
Place: Organized by VIT BS, VIT University, Vellore.
Date: 13th & 14th -02-2009.
- (11) FDP Title: Success and Failure of Business Corporations.**
Place: Organized by VIT BS, VIT University, Vellore.
Date: 22nd to 26th -06-2009.
- (12) FDP Title: Information Technology Services – The Catalyst for India’s Sustainable Growth.**
Place: Organized by VIT BS, VIT University, Vellore.
Date: 23-06-2009.
- (13) Two Day International Summit : Global Trends in Higher Education and Challenges**
Place: Vellore, Conducted by VIT BS, VIT University, Vellore.
Date: 28th and 29th -11-2009.
- (14) Two Day International Conference : Services Management – The Best and Next Practices**
Place: Vellore, Conducted by VIT BS, VIT University, Vellore.
Date: 18th and 19th-12-2009.
- (15) Seminar Title: “Emerging Trends in the World Economy and Managerial Challenges”**
Place: JSS College for Women Kollegal, Chamarajanagar Dist.
Date: 29th & 30th -03-2011.
- (16) Two Day National Seminar: Community Empowerment and Sustainable Development**
Place: Vijaya First Grade College, Mandya
Date: 23rd and 24th -09-2011
- (17) Two Day Workshop : Faculty Development Programme.**
Place: Vidyavikas, Educational Trust® Group of Institution, Mysore.
Date: 16th & 17th Jan 2013.
- (18) State Level Seminar: Corporate Governance and Corporate Social Responsibility**
Place: RBANM’s First Grade College, Bangalore
Date: 11-10-2013

- (19) International Conference: Mainstreaming Cooperatives in the Global Economy**
Place: Department of Studies in Economics and Cooperation and Third Sector Research Resource Centre, University of Mysore, Mysore
Date: 29th and 30th -11-2013
- (20) National Seminar Title: Inclusive Growth and Sustainability- Role of Commerce Education in India.**
Place: 66th All India Commerce Conference of the Indian Commerce Association held at Department of Commerce, Bangalore University, Bangalore.
Date: 5th to 7th -12-2013
- (21) National Level Workshop: Applications of SPSS in Research Data Analysis**
Place: SBRR Mahajana First Grade College, Jayalakshmpuram, Mysore, Research Cell in Collaboration with PG Department of Statistics University of Mysore Mysore.
Date: 04-03-2014
- (22) UGC-SAP Annual Conference: Agri-Risk Management: Issues and Innovations**
Place: Department of Studies in Commerce, University of Mysore, Mysore. Date: 25-03-2014
- (23) Two-Day International Conference: Strategies for Social and Sustainable Competitive Advantage in Globalized Era**
Place: PG Department of Studies and Research in Commerce and Management, Karnataka State Women's University, Bijapur
Date: 20th and 21st-06-2014
- (24) State Level Seminar: Changing Structure in Indian Commerce**
Place: PG Department of Studies in Commerce, SBRR Mahajana First Grade College, PG-Wing, Mysore
Date: 19-09-2014
- (25) One Day Workshop: Innovation Management and Intellectual Property Rights**
Place: Bhavan's Priyamvada Birla Institute of Management in Association with Visvesvaraya Trade Promotion Centre, Mysore.
Date: 20-10-2014

(26) Two Day National Workshop: Research Methodology and Data Analysis

Place: PG Department of Teresian College, Mysore

Date: 11th and 12th –11-2014

(27) Two Day National Seminar: IFRS Convergence in India – Issues and Challenges

Place: Department of Commerce, JSS College for Women, Mysore

Date: 13th and 14th -02-2015

(28) Two Day State Level Seminar: Financial Inclusion – A Policy Perspective for an Egalitarian Society.

Place: Department of Commerce (UG & PG), JSS College for Women, Kollegal, Chamarajanagar District

Date: 27th and 28th – 03-2015

(29) Two Day National Level Seminar: Service Sector: The Engine of Growth for Indian Inc- The Convergence of Ideas

Place: Department of Commerce and Management, Government College for Women, Mandya in Association with Mandya District Cooperative Milk Producers' Societies Union Limited.

Date: 22nd and 23rd – 04-2015

(30) One day Workshop on New Regimes of Indian Business Environment for UG and PG Commerce and Management Teachers

Place: Department of Studies in Commerce, University of Mysore, Mysore.

Date: 15-09-2017

(31) One Day National Level Seminar: Commercial Taxes Department, Government of Karnataka, Bengaluru.

Place: Rbanm's First Grade Collefe, Bangalore. Date: 7th Nov 2017

(32) Two-Day Workshop on “Restructuring and Redesigning the Higher Education Curriculum to Meet Industry Needs, organised by SDM – IMD in association with CII – (Confederation of Indian Industry)

Place: SDM Institute for Management Development, Mysuru.

Date: 24th and 25th -01-2018.

- (33) **Three Day online FDP on “Women’s Health and Well-Being Certificate of Participation” from 8th June, 2020 to 10th June 2020 Jointly organized by PES institute of Advanced Management studies and Counselling cell, PES Trust® Shivamogga.**
- (34) **Seven Day online International FDP on “Leadership Excellence” from 17th June to 23rd June 2020 Organized by the Department of Corporate Secretary and Information Systems Management In Collaboration with Guru Coaching & Consulting LIC, Oatar.**
- (35) **Three day national level online FDP on “Covid-19 A Paradigm Shift in Indian Economy” from 22nd June to 24th June 2020 Jointly organized by PES institute of Advanced Management studies and Counselling cell, PES Trust® Shivamogga.**
- (36) **Two Day Online National Level Seminar on “Legal Privileges of Women in Contemporary India” on 26th & 27th June 2020, Organized under the Banner of Mythri (Women Empowerment & Harassment Prevention Cell) PES Institute of Advanced Management Studies, Shivamogga.**
- (37) **One Day Online Technical Talk on “Advertisements” Legal Controversies: Consumer Awareness” on 29th June 2020, Organized under the Banner of Synthesis (Student Forum) PES Institute of Advanced Management Studies, Shivamogga.**
- (38) **One day Online State level Workshop on “Issues & Challenges in Global Business Finance” on 30 June 2020 Jointly organized by PES institute of Advanced Management studies and Counselling cell, PES Trust® Shivamogga**
- (39) **Three Day National Level Hands – on Online Workshop on Preparing & writing Quality Research Papers” from 2nd July to 4th July 2020 organized by Research Cell of PES PES Institute of Advanced Management Studies, Shivamogga.**
- (40) **Five Day online Hands-on Workshop on “SPSS and AMOS” on 8th to 10th July 2020 and 13th & 14th July 2020 organized by PES PES Institute of Advanced Management Studies, Shivamogga.**
- (41) **Five day online Webinar Series on “Expoloring ICT Initiatives in Higher Education” from 13th July to 17th July 2020 organized by The National College, Jayanagar, Bangalore-560070.**
- (42) **Two Day Online FDP on ‘NAAC Revised Framework-A Relook on ITS Process for Teachers & Administrators’ on 18th & 19th July 2020**

<p>Two –Day National Conference Organized</p>	<p>Organized Two Day National Conference on “Structural, Institutional and Financial Sector Changes (both Global and Indian) in the New Millennium and the Road Ahead” organized by Department of Management and Commerce, ASAS, Amrita University Mysuru held on 7th and 8th April, 2017.</p> <p>125 Papers are presented in various sessions like Economics, Finance, Management, IT, Hospitality, Social Media.</p> <p>Out of 125 papers 73 were sent for publication (61 Scopus Indexed Journal and 12 Non-Scopus Indexed Journal)</p> <p>227 delegates participated from various states such as Tamil Nadu, Kerala, New Delhi, and Karnataka.</p>
<p>Workshop Organized</p>	<p>(1) Organized One Day Management Development Program entitled on <i>Risk Management in SMEs</i> on 19th January 2008 at VIT Business School, VIT University, Vellore.</p> <p>(2) Organized Two-Day Workshop on Managing Nonprofit Organizations as a Chief Coordinator on 14th and 15th May, 2011 at PG Department of Commerce (M.Com), VidyaVikas First Grade College, Mysore.</p> <p>(3) Organized Two-Day workshop on Financial Derivatives as a Programme Coordinator on 2nd and 3rd April 2014, at PG Department of Commerce, TTL College of Business Management (PG Centre), Mysore.</p> <p>(4) Organized Three-Day workshop on “Research Methodology & Application of SPSS” for PG Students & Faculties from 26th to 28th Feb 2015, at PG TTL College of Business Management (PG Centre), Mysore.</p> <p>(5) Organized One -Day workshop on “Effective Communication & Personality Development” in association with Freelancel Tsolution, Bengaluru, for PG Students on 16th April 2015, at PG Department of Commerce, TTL College of Business Management (PG Centre), Mysore.</p>

	<p>(6) Organized One -Day workshop on “Financial/Tax/Investment Planning & Practical Demonstration on Capital Markets” in association with SEBI, Bangalore, for PG Students & Faculties on 22nd April 2015, at PG Department of Commerce, TTL College of Business Management (PG Centre), Mysore.</p> <p>(7) Organized One -Day workshop on “Career Conference & Career Exhibition” in association with University of Mysuru Employment Information & Guidance Bureau, Mysuru, for PG Students on 27th May, 2015 at PG Department of Commerce, TTL College of Business Management (PG Centre), Mysore.</p> <p>(8) National Level Workshop on “Pedagogy of Management Concepts through Fun Enhanced Learning” Organized by Department of Management and Commerce On 23rd January, 2016</p>
<p>Guest Lectures Organized</p>	<p>(1) Organized Guest Lecture on “Environmental Ethics and Related Issues” on 18th August 2009 for Integrated MBA IInd Year Students at VIT Business School, Vellore.</p> <p>(2) Organized Guest Lecture on “Statistics for Business Decision – A Case Analysis” on 18th December, 2010 for M.Com I Year I Semester Students at PG Department of Commerce (M.Com), VidyaVikas First Grade College, Mysore.</p> <p>(3) Organized Guest Lecture on “Capital Markets” – during March 2012 for II sem M.Com and MBA students at PG Department of Commerce (M.Com), VidyaVikas First Grade College, Mysore.</p> <p>(4) Organized Guest Lecture on “Capital Markets” – during January 2014 for I Year M.Com at PG Department of Commerce, TTL College of Business Management (PG Centre), Mysore.</p> <p>(5) Organized Guest Lecture on “Organizational Behaviour” during January 2014 for I Year M.Com at PG Department of Commerce, TTL College of Business Management (PG Centre), Mysore.</p>

- **Strengths:**

- Believes in work is worship.
- Hard work
- Focused and dedicated; I am good at performing my duties with meticulous and best efforts.
- I love to learn and believe that life is a constant learning process. Therefore, I like to learn new subjects by putting lot of efforts and try to justify at almost 100 per cent but good at finance papers especially good at working papers;
- Good at research: areas like entrepreneurship: gender based, fiancé, accounting, insurance, financial literacy and micro finance.
- Got almost 90 – 100% result in the subjects which I handled;
- I always believe in **v** instead of believe in **I**. which means I always believe in team-work and I am good at leading a team.
- Good decision making skills and taking responsibilities are also qualities that set me apart.

- I would Like to approach each task with creative way and like to find out newer and better solutions;
- I always work for the betterment of students.
- Always wants work towards organizational goals and wants to grow along with organization;
- Does not believe in influence and always against to corruption; and
- Has lot of patience;
- **Weaknesses:**
 - Straightforward;
 - Do not know to build stories;
- **Future Plans:**
 - Wants to pursue PDF.
 - Wants to shine in my area of research.

A small rectangular image showing a handwritten signature in blue ink. The signature appears to read "K. Kasamsetty Sailatha".

(Dr. Kasamsetty Sailatha)