

Faculty Profile

Name of Faculty	B.A. KARPAGAM
Department	MBA
Qualification	MBA, M. PHIL, MSc, B.Ed. (PhD)
Designation	ASSISTANT PROFESSOR
Area of specialization	MARKETING
Date of Joining BNMIT	15-12-2019
Nature of Association (Regular/Contractual/Adjunct)	REGULAR
e-mail	karpagamba@gmail.com
No. of years of Experience	14 years academic experience



Academic Qualifications-

PhD- Registered with VTU, completed course-work examination.

UGC NET QUALIFIED-2012

M.PHIL- MANAGEMENT, BHARATIDASAN UNIVERSITY 2006-2007(DISTINCTION).

B.Ed.- BANGALORE UNIVERSITY- 2002.

MBA-UNIVERSITY OF MYSORE-1994-1996(GOLD MEDALIST)

MSc-BANGALORE UNIVERSITY-1992-1994(GOLD MEDALIST)

BSC-KARNATAKA UNIVERSITY 1989-1992(GOLD MEDALIST)

Working Experience Details

- Assistant professor Department of MBA, BNMIT, Bangalore, INDIA. (2019 onwards).
- Visiting faculty at International school of Management sciences, Bangalore (2012-2016).
- Faculty at Amity Global Business School, Chandigarh, (2011-2012).

- Online teaching at Manipal University for Executive MBA (2010-2011).
- Faculty at Community Institute of Management studies, Bangalore (2008-2011).
- Faculty at IBS Bangalore (2007-2010).
- Faculty at Oxford school of Management, Bangalore (2006-2007).
- Faculty at Miranda College of Management, Bangalore. (2005-2006)
- Taught in CBSE school New Delhi. (2003-2005).

Subject taught

- Marketing Management
- Product and Brand management
- Consumer behavior
- Sales and logistics management
- Entrepreneurship
- International business
- Business environment
- Services marketing
- Advertising and sales promotion
- Business Research Methodology
- Sales and distribution management
- Principles of management
- Human resource management
- International marketing.

Research Experience Details:

PhD-Pursuing PhD from VTU, completed course work examination.

M.Phil. In Management-Bharathidasan University (2006-2007)

Achievements:

1. UGC NET qualified-2012.
2. Gold medal in MBA
3. Gold medal in MSc

4. BGL Swamy gold medal in BSc
5. Distinction in M.Phil.

Research Publications:

1. “Enhancing Teaching Effectiveness”- published in journal MBA Review, September 2007.
2. “Green marketing -new hopes and challenges”- published in Marketing mastermind, April 2008.
3. “Reliance as an organized sector in India (submitted)-Marketing Mastermind.
4. “Industry – academic interaction In India” (submitted)-ICFAI journal of Higher education.
5. “Healthcare consciousness- Opportunities and Challenges”-conference paper published in march 2018.

I. In National & International Journals

“Enhancing Teaching Effectiveness”- published in journal MBA Review, September 2007.

“Green marketing -new hopes and challenges”- published in Marketing mastermind, April 2008.

Papers presented in International/National Conference

“Healthcare consciousness- Opportunities and Challenges -in “Health insurance – challenges and Prospects in India, National conference held on 9th march 2018, with ISBN :978-93-85629-54-9), organized by Department of commerce College of arts and science, Nanjangud, and Mysore Insurance Institute.

Invited Talks Delivered:

- Talk on e-marketing at IBS Bangalore.
- Presentation on “Enhancing teaching effectiveness for intellectual development programme at IBS Bangalore.

Participation in Training courses/Seminars/Workshops

- Attended FDP at IBS Bangalore -2006-2007
- Attended FDP at IBS Bangalore -2007-2008.
- Attended case study workshop conducted by ICFAI research center Bangalore at Chancery hotel, Bangalore.
- Attended workshop on Research Methodology and practices conducted by VTU at CMRIT in 2017.
- Attended International conference on “Future of aerospace and Aviation “conducted by IIM Bangalore 2018.

Personal Details:

- **Date of Birth: 28th April, 1972 ; Sex: Female.**
- **Family Details: Married and with a son.**
- **Passport Number: P2190648**

16TH FEBRUARY 2019

B.A. KARPAGAM