

Faculty Profile

Name of Faculty	Dr. Kavya Shree K M
Department	MBA
Qualification	BSc, MBA, Ph.D.
Designation	Assistant Professor
Area of specialization	Marketing
Date of Joining BNMIT	25-02-2019
Nature of Association (Regular/Contractual/Adjunct)	Regular
e-mail	kavyamithunkashyap@gmail.com
No. of years of Experience	10



Academic Qualifications

- **Ph.D. (2019), University of Mysore**
- **M.B.A(2009), CIMS B School, BU (FC)**
- **B.Sc. (2007), N.M.K.R.V college for women (FC)**

Working Experience Details

- **2019 Feb** Joined BNMIT, Department of MBA as Assistant Professor
- **2015 to 2019:** Worked as Assistant professor in CIMS B School (MBA Dept.), Bangalore
- **2015 to 2018:** Worked as “Free-lance Research Analyst” for Analyz research solutions, Bangalore
- **2012-2015:** Worked as Assistant professor, Apoorva Institute of Management, (M. Com and MBA Dept.), Bangalore.
- **2009-2012:** Worked as Assistant professor, CIMS B School (MBA Dept.), Bangalore.
- **2009-2012:** Worked as Assistant professor, Kamala Nehru Evening College, Bangalore.
- **2007-08:** Worked as HR Recruiter in Nisi InfoTech Pvt Ltd, Bangalore
- **Worked as visiting faculty-** Adarsh Institute of Management, Govt RC college.

Subject taught

Statistics for managers, Research Methodology, Marketing for customer value, Consumer Behavior, Sales and distribution management. Advertising management, Services Management, Retail management, Strategic Brand management, Entrepreneurship and ethics, Business and industry, Human resources management, International HRM, Communication skills.

Research Experience Details:

- **Ph.D.**
The study entitled “Impact of Information and Communication Technology on Consumer Buying Decision Making Process among Generation Cohorts” was carried out to explore the various factors influencing the behavioral intention of consumers. India is demographically divided in terms of acceptance of technology. The individuals belonging to different generation groups namely Baby Boomers, Generation X, Generation Y, as described by Philip Kotler, can be one of the bases for segmenting the e markets so that they can be targeting the right group of individuals. To study the

technology acceptance among different generation cohort groups, well known theory in literature called Technology Acceptance Model (TAM, Davis 1989) was used. Factors like perceived usefulness, perceived ease of use, attitude and behavioral intention were taken from the original model. Additional two factors namely Trust and Perceived Risk were added because, as they majorly influenced the Indian consumers in accepting the technology. SPSS 20. and Smart PLS were the statistical software used for statistical analysis. It was found that there was significant difference among the two generations in acceptance of technology and that they need to addressed in different ways. While Perceived risk directly influenced on the behavioral intentions among Generation X (Elderly generation), Trust indirectly influenced on the behavioral intentions through attitude as a mediating factor. Among Generation Y (Millennial generation), risk did not play any role on the Behavioral intention and trust had a direct influence.

- **Freelance Research analyst at Analyz Research Solutions**

Analyz research solutions Pvt Ltd is a research consultancy organization who is into service provider of market research, social research and social media research. Being passionate about research and gain sufficient experience in industry research, freelance research projects were taken from Analyz Research Solutions. The research activity in which I was mainly involved includes: designing and correcting the questionnaires, Pilot survey data analysis, preparing literature report, current industry status report, following up and collecting online/offline data, editing and coding data, statistical analysis of data, drawing interpretations and conclusions. The research activity also included writing reports and summarize the whole research undertaken.

Achievements:

- Received “**Abhinandana Rising Star Award**”, under the category of “**Shrama awards**” in recognition of achievement in academic research, at ISBR, organized by BET in association with ELCIA, PR Forum and Book Paradise-Chambers Academy, on **1st May 2019**.
- **Won best paper award** for presenting a paper titled “impact of technological innovations among generation cohorts” at “international conference on Innovative practices in Management and Entrepreneurship” organized at **BNMIT**, Bangalore in **December 2018**.
- BOE Member, Management Studies (UG and PG), Dayanand Sagar University, for the academic year 2016-17 and 2017-18, 2018-19
- **Won best paper award** for presenting a paper at International conference on contemporary challenges in Business Management, **ISBR** Campus, **March 2017**.
- Appreciation for best singing and contribution in sports.

Research Publications:

I. International Journals:

1. Application of Technology Acceptance Model in Consumer Behaviour Towards Internet Purchases, **International Journal of Psychology and Cognitive Science**, ISSN: 2472-9450 (Print); ISSN: 2472-9469 (Online)
2. Perception and Attitudes towards Information and Communication Technology (Internet) for Purchase Decisions among Generation Cohorts, **American Journal of Information Science and Computer Engineering**, Vol. 3, No. 4, 2017, pp. 56-63, ISSN: 2381-7488 (Print); ISSN: 2381-7496 (Online).

II. National Journals:

1. Consumer Behaviour in New Digital Era: A Paradigm Shift, International Journal of Management Studies, ISSN (Print) 2249-0302 ISSN (Online)2231-2528, <http://www.researchersworld.com/ijms/>, Vol.–V, Issue –3(7), July 2018
2. Exploring the dimensions of perceived risk in using internet for purchase decisions, IJSRD - **International Journal for Scientific Research & Development**, Vol. 5, Issue 04, 2017, ISSN (online): 2321-0613

Papers presented in International/National Conferences

International

1. 3rd Annual Convention of ICBE and International conference on Global Entrepreneurship- Emerging opportunities and challenges, January 28th and 29th, 2019.
2. International conference on Innovative practices in management and entrepreneurship organized by department of management studies BNMIT, Bangalore on 27th and 28th December 2018.
3. International Conference on "Current Trends in Business Practices and management education, 7th April 2018, organized by ISBR Business School, at ISBR campus, Bangalore.
4. "International research conference, 8th Jan, 2018, organized by Welingkar Institute, at We School campus Bangalore.
5. International conference on role of e commerce and tourism in creating global brands, December 9th 2017, organized by AIMS institute, Bangalore, at AIMS Campus, Peenya, Bangalore
6. International conference on contemporary challenges in Business Management, ISBR Campus, March 2017.
7. International Conference "A Road Map to Globalization in the Present Digital Era", March 2017, Pioneer Institute of Professional studies, Indore
8. International conference on Healthcare systems and global business issues, Jan 2017, KIAMS campus, Pune
9. International conference on advances in collaborative research for economics, business, humanities, social science and computer technology. University of Mysore June 2016
10. International conference of Management Education and Practices, Bangalore University, November 2015

National

1. 30th AIMS Management Education convention, Management education: Connecting the dots, 30th, 31st August and 1st September 2018 organized by Welingkar Institute, at We School and Infosys campus, Bangalore.
2. National seminar on "Rejuvenation of Undergraduate Education in India", 10th and 11th August 2018, organized by **Center for Educational and Social Studies(CESS) at IISC Campus, Bangalore.**

Invited Talks Delivered:

1. Invited as **resource person** to speak about topic “Role of publications and paper presentations in research” at State Level Faculty Development Programme on “**Pre-Ph.D. Preparation**” on **3rd August 2018**, organized by St Teresa's Degree College for Women, Bangalore

Participation in Training courses/Seminars/Workshops

1. International workshop on “research and Innovation”, ISBR Campus, Bangalore, August 2017
2. Workshop on “writing research-based articles”, We School Campus, Bangalore, June 2017
3. National workshop on “Application of SPSS and AMOS in business research”, organized by University of Madras, Chennai, June 2017
4. “Methodology of research in Social Sciences”, RVIM campus, Bangalore, Oct 2015.
5. FDP on “Achieving teaching excellence in Management education” at Dayananda Sagar Business School, Sponsored by AICTE, in Jan 2010

Certification

1. Completed online certification course on “Structural equation modelling using Amos: with examples from Udemy, in March 2017.
2. Hands on experience on SPSS, Smart PLS and AMOS for statistical analysis.

Personal Details:

1. **Date of Birth:** 05-04-1987
2. **Gender:** Female
3. **Family Details:** Husband - Mithun R; Daughter - Siddhi Shree Kashyap

28th February 2019

Name: Dr. KAVYA SHREE K M