

## Faculty Profile

<b>Name of Faculty</b>	B.A. KARPAGAM
<b>Department</b>	MBA
<b>Qualification</b>	MBA, M. PHIL, MSc, B.Ed. (PhD)UGC-NET qualified 2002
<b>Designation</b>	ASSISTANT PROFESSOR
<b>Area of specialization</b>	MARKETING
<b>Date of Joining BNMIT</b>	15-12-2019
<b>Nature of Association (Regular/Contractual/Adjunct)</b>	REGULAR
<b>e-mail</b>	karpagamba@gmail.com
<b>No. of years of Experience</b>	15 years academic experience



### Academic Qualifications-

PhD- Registered with VTU, completed course-work examination,  
and comprehensive viva recently.

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. (2019onwards).
- 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.
- Paper presented on at Two-Day “ Use of social media for marketing handlooms “under integrated marketing communications subtheme in International Conference on Contemporary Innovations in Industry and Commerce (CIIC-2019)” organized by Department of Post Graduate Studies and Research in Commerce, Mangalore University, Mangalore on 22/02/2019 to 23/02/2019.
- Published on “Green marketing strategies to enhance sustainability and profitability of handloom silk in Karnataka “in International Journal of Management and Social Sciences (IJMSS), International Conference Special Issue on Research in Business Management and Information Technology p-ISSN – 2249 0191, e-ISSN – 2349 9761, Volume 8 Issue 2.5 (2019) Page No 104-106 on April 2019.

### **Papers presented in International/National Conference**

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

- Paper presented on “**Green marketing strategies to enhance sustainability and profitability of handloom silk in Karnataka**” 2<sup>nd</sup> International Conference on Research in Business Management and Information Technology organized by RNS Institute of Technology, Bangalore on 25/04/2019 to 26/04/2019.

#### **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.
- Attended FDP on transcending language skills in June 2019 at BNMIT, Bangalore.
- Attended FDP on MS Excel-July August 2019 at BNMIT,Bangalore.
- Attended FDP on Transcending Mentoring skills in January 2020 at BNMIT, Bangalore.

#### **Personal Details:**

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

**04/06/2020**

**B.A. KARPAGAM**