



Dayananda Sagar Academy of Technology & Management

(Autonomous Institute under VTU)

Affiliated to **VTU**
Approved by **AICTE**
Accredited by **NAAC** with **A+** Grade
6 Programs Accredited by **NBA**
(CSE, ISE, ECE, EEE, MECH, CV)

Faculty Name	Bharath M	
Academic Designation	Assistant Professor	
Educational Qualification	MBA, NET, KSET, (Ph.D),	
Experience in Years (Teaching)	14 Years and 3 Months	
Experience in Years (Industry)	4 Months	
Official Email ID	bharath-mba@dsatm.edu.in	
Area of Interest	Finance, Marketing and Business Analytics	
Date of Joining	13/07/2024	
Employee ID	180807	
Date of Birth	13/03/1988	

Educational Details

1. Ph.D.: Pursuing Ph.D. under the guidance of Dr. Swaroop Simha, Professor and Head, JSS Centre for Management Studies, JSS Science and Technology University, Mysuru. Completed Comprehensive Viva-Voce.
2. NET: Qualified NET examination held on 20th December 2018 conducted by National Testing Agency, Noida, Uttar Pradesh.
3. KSET: Qualified KSET examination held on 8th December 2013 conducted by KSET Centre for Lectureship, Mysuru accredited by UGC, New Delhi.
4. 5. Cleared Strategic Financial Management: Managing for Shareholder Value course offered by IIMB on 26th March 2021.
5. Cleared Introduction to Banking and Financial Markets course offered by IIMB on 26th March 2021.
6. Cleared Banking and Financial Markets: A Risk Management Perspective course offered by IIMB on 25th March 2021.
7. MBA: Completed MBA from Acharya's Bangalore B-School affiliated to Bangalore University in 2010. Specialization is Finance and Marketing.
8. BBM: Completed BBM from NDRK First Grade College, Hassan affiliated to University of Mysore in 2008. Specialization is Finance.
9. PUC: Completed PUC from M. Krishna P U College, Hassan in 2005. Combination is HEBA.
10. SSLC: Completed SSLC from Sharada English High School, Hagaribommanahalli, Bellari in 2003.

Personal Details

Date of Birth : 13/03/1988
Marital Status : Married (1 Daughter)
LinkedIn ID : <https://www.linkedin.com/in/bharath-m-21277774>
Address : No. 61, 1st Cross, Muniraju Layout, Gubbalala, Bengaluru – 560061.
Languages Known : Kannada, English, Hindi, Telugu and Tamil

Professional Experience

Institute	Department	Designation	Duration
Dayananda Sagar Academy of Technology and Management (DSATM), Bengaluru	MBA	Assistant Professor	13/07/2024 to Till Date
Seshadripuram Institute of Management Studies (SIMS), Yelahanka, Bengaluru	MBA	Assistant Professor	19/08/2019 to 12/07/2024
Adichunchanagiri Institute of Technology (AIT), Chikkamagaluru	P G Dept. of Management Studies	Assistant Professor	13/02/2017 to 17/08/2019
Rajeev Institute of Technology (RIT), Hassan	Dept. of Management Studies	Assistant Professor	13/08/2013 to 13/02/2017
N.D.R.K First Grade College, Hassan	Dept. of Commerce and Management	Full-Time Lecturer	17/01/2011 to 12/08/2013

Patents

Sl. No.	Title	Design Number	Date of Registration	Status
01	ITS Operations & Management Helpdesk Analytics Device	431097-001	20/09/2024	Design Accepted and Published, Journal No is 46/2024 and Journal Date is 15/11/2024. Reference Page No. is 108518.

Text Books Authored

Title	Publisher	ISBN
Business Finance and Investment Strategies	Leilani Katie Publication and Press,	978-93-6348-608-9

Publications

Journals:

Sl. No.	Title	Journal	Year, Volume & ISSN
1	“Investigating the Rise of Shopping Through Social Media Platforms and Its Impact on Traditional E-Commerce”	Nanotechnology Perceptions	2024, Nov 4, Vol.20, S14 (2024) and ISSN 1660-6795

International Conferences:

Sl. No.	Title	Publication Details	Year, Volume & ISBN
1	“Elements of Sustainable Green Practices in Indian Culture – A Conceptual Study”	Awaiting Publication	Awaiting Publication
2	‘A Study on Faculty Force Performance Appraisal System’	Education Development and Social Welfare, LULU Enterprises U K Ltd., United Kingdom	27 th January 2018, Vol. 10 ISBN: 978-1-387-57886-3
3	‘Innovative Teaching Methods for Better Understanding at Class Level’	Acharya’s Bangalore B School, Bengaluru	17 th and 18 th December 2015 Vol. 6 ISBN: 978-81-909312-3-8

National Conferences:

Sl. No.	Title	Publication Details	Year, Volume & ISBN
1	‘A Study on Theories of Banking and its Perspectives’	Excel India Publishers, New Delhi	March 2019, Vol. 4 ISBN: 978-93-86724-26-8
2	‘A Study on Collateralized Debt Obligations and Credit Default Swaps’	Excel India Publishers, New Delhi	December 2017, Vol. 3 ISBN: 978-93-86724-26-7

Conference Attended

International Conference:

Date	Venue	Title of the Paper
15 th and 16 th February 2024	Canara Bank School of Management Studies, Bengaluru City University, Bengaluru	‘Elements of Sustainable Green Practices in Indian Culture – A Conceptual Study’
29 th and 30 th September 2022	Kirloskar Institute of Advanced Management Studies, Harihar, Karnataka	Best Paper Award for the research titled ‘Building Dynamic Blood Donor Database: A Conceptual Study’
12 th September 2019	The Lalit Ashok, Bengaluru	Participation in ‘The Education Growth Summit’
21 st March 2019	NDRK First Grade College, Hassan	‘A Study on Student Engagement Process in Building Skill/s at U G Level for Commerce and Management Education’
27 th January 2018	St. Philomena’s First Grade College For Women’, Hassan.	‘A Study on Faculty Force Performance Appraisal System’
17 th & 18 th December 2015	Acharya Bangalore B-School, Bengaluru.	‘Innovative Teaching Methods for Better Understanding at Class Level’

National Conferences:

Date	Venue	Title of the Paper
29 th & 30 th March 2019	JSS Science & Technology University, Mysuru.	‘A Study on Theories of Banking and its Perspectives’
15 th and 16 th December 2017	JSS Centre For Management Studies, S J C E- Mysuru.	‘A Study On Collateralized Debt Obligations and Credit Default Swaps’
6 th June 2015	R V Institute of Management, Bengaluru.	‘Pragmatic Approaches and Quality Initiatives for Enhancing teachers’ caliber in business education Through Teaching Force Performance Appraisal’

State-Level Conference:

Date	Venue	Title of the Paper
17 th & 18 th February 2012	Manasagangotri, University of Mysore, Mysuru.	‘Financial Institutions become more dangerous if deregulated’

Text Books Reviewed:

Title	Author	Publications and ISBN Number
Financial Institutions and Markets, 6/e (Review of Full Book)	Bhole L M	TATA Mc. Grawhill ISBN-13: 978-0070587991 ISBN-10: 007058799X
Management Accounting: Text, Problems and Cases, 7/e (Review of Full Book)	Khan M Y & Jain P K	TATA Mc. Grawhill ISBN-13: 978-1259026683 ISBN-10: 125902668X
Business Research Methods, 11/e, (Special Indian Edition) (Review of Chapters 09 and 10)	Donald Cooper Pamela Schindler J K Sharma	TATA Mc. Grawhill ISBN-10: 9781259001857 ISBN-13: 978-1259001857
Business Research Methods, 11/e, (SIE) (Review of Full Book)	Donald Cooper Pamela Schindler J K Sharma	TATA Mc. Grawhill ISBN-10: 9781259001857 ISBN-13: 978-1259001857
Review of new book for JRF, NET, and SET and entrance exam aspirants (Research Aptitude and Data Interpretation Chapters)	Harpreet Kaur	Oxford University Press ISBN-10: 0-19-949458-4 ISBN-13: 978-0199494589

Academic Activity

1. Convenor, Institution Innovation Cell at DSATM.
2. ERP Coordinator for the Department of Management Studies at DSATM.
3. Student Project Coordinator for the Department of Management Studies at DSATM.
4. Head, Institution Innovation Cell at Seshadripuram Institute of Management Studies, Bengaluru for 2021, 2022 and 2024.
5. UUCMS Coordinator & Coordinator for Office Automation at Seshadripuram Institute of Management Studies, Bengaluru from 2019 to 2024.
6. Academic coordinator at Seshadripuram Institute of Management Studies, Bengaluru for the year 2023.
7. Student Research Coordinator at Seshadripuram Institute of Management Studies, Bengaluru from 2021 to 2023.
8. Coordinator for Entrepreneurship Development Cell at Rajeev Institute of Technology, Hassan for 2015 and 2016.
9. Internal Examination Coordinator at Adichunchanagiri Institute of Technology, Chikkamagaluru, and Rajeev Institute of Technology, Hassan.
10. IQAC Coordinator for the Department of Management Studies at Adichunchanagiri Institute of Technology, Chikkamagaluru.
11. Event coordinator for Pragyan, State Level Management fest organized annually by Dept. of Management Studies, RIT, Hassan for 2014, 2015, and 2016.
12. Successfully completed the survey of Sick Industrial Units in Hassan for District Industrial Centre, Hassan in 2016.
13. Experience in setting Question papers for MBA, M.Com, and BBA Semester End Examinations.

Faculty Development Activity/Workshops

Sl. No.	Date/s	Venue	Theme
1	30 th and 31 st August 2024 (2 Days)	Seshadripuram Institute of Management Studies, Bengaluru Offline	“Human Centricity, Sustainability & Resilience: Leadership Transition from Industry 4.0 To 5.0”
2	28 th to 31 st August 2024 (5 days)	Global Institute of Management Sciences, Bengaluru. Online	"Adapting Digital Landscape in Higher Education and Research"
3	22 nd July to 25 th July 2024 (4 Days)	SAP Labs India, Bengaluru Offline	“SAP Analytics Cloud: Train The Trainer”
4	25 th to 30 th September 2023 (5 Days)	JNNCE, Shivamogga Offline	Salesforce Administrator
5	01 st to 31 st January 2023 (30 Hours)	MoE's Innovation Cell & AICTE, Online	‘Innovation Ambassador Training’ (Advanced Level)
6	13 th and 14 th July 2022	CMRIT, Bengaluru Offline	MHRD’s IIC Training under Mentor Mentee Scheme
7	23 rd May 2022	Intellectual Property Office, India, Online	‘IP Training program’
8	30 th June to 30 th July 2021 (30 Hours)	MoE's Innovation Cell & AICTE, Online	‘Innovation Ambassador Training’ (Basic Level)
9	24 th to 28 th August 2020	NITTTR, Chennai, Online	‘Blended and Flipped Approach of Teaching and Learning’
10	28 th May to 3 rd June 2020	Dept. of Collegiate Education and Govt. First Grade College, Hunagund. Online	‘MOOCs, E-Content Development and OER’
11	02 nd to 06 th December 2019	Organized by AICTE, National Power Training Institute, and Dayanand Sagar Academy of Technology and Management, Bengaluru Offline	‘Cyber Security’
12	20 th and 21 st November 2018	ACU, Bellur Cross, Mandya (Dist.) Offline	‘Teachers Training Program’

Contact Details

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