



DAYANANDA SAGAR ACADEMY OF TECHNOLOGY AND MANAGEMENT

(Affiliated to Visvesvaraya Technological University, Belagavi & Approved by AICTE, New Delhi)

Opp. Art of Living, Udayapura, Kanakapura Road, Bangalore-560082

DEPARTMENT OF MANAGEMENT STUDIES

Accredited NBA, NAAC with A+, New Delhi

Faculty Name	Mrs. Roopa Ajwal	
Academic Designation	Assistant Professor	
Educational Qualification	MBA, M.Phil	
Experience in Years	20 Years	
Area of Interest	Marketing & Human Resource Management	
Date of Birth	11-03-1982	
Email ID	roopa-mba@dsatm.edu.in	
Educational Details		
• PhD – Registered and completed the course work examination under Visvesvaraya Technological University 2023. • M.Phil. – Sri Venkateshwara University, Tirupati, Pass out- 2009. • MBA-SJCIT College, Bangalore, VTU University from 2002-2004. • B. Com – Vijayanagar College, Hospet, Gulbarga University from 1999-2002 • PUC Commerce -Vijayanagar College, Hospet, Gulbarga University from 1997 – 1999. • SSLC - Deepayan English Medium School, Hospet, Pass out -1997.		
Personal Details		
Date of Birth	:	11 th March1982
Present Address	:	C-219,BrigadeMeadows Plumeria Lifestyle,KanakpuraRoad,OppositeAnjaneyaTemple,Bangalore-560082.
Language Known	:	English, Kannada, Hindi
Marital Status	:	Married
Nationality	:	Indian
Hobbies	:	Reading books

Professional Experience

1. Worked as Lecturer for BBA Department and M.com department for KGSSGM Theosophical College of Management, Hospet, since 2004.
2. Worked as BBA Department forum coordinator/HOD for KGSSGM Theosophical College of Management, Hospet.
3. Worked as a Lecturer for Vikas Degree college, Hospet.
4. Working as an Assistant Professor in **Dayananda Sagar Academy of Technology & Management** from November 21st2022.

Technical Credentials

“Honour’s Diploma in Network-Centered Computing” from NIIT

Seminar Organized as Co-Ordinator

- a. Seminar on “Research Methodology in India” by Shri. Shankaranand, Secretary, Bharat sikshana mandali New Delhi on 20th August 2018.
- b. Workshop on “ Vedic Mathematics” by Shri. V Sharanappa, Hospet on 24th July 2018.
- c. Seminar on “Kannada Namma Sanskriti” from Kannada literature by Shri. Subramanya .C. Shetty on 11th August 2018.
- d. Workshop on “ Smart Girls” in association with Bharathiya Jain Sangatan on 16th& 17th August 2019.
- e. Seminar on “ Memory,Mind,Meditation” by Prof.Varaha Murthy, Pyramid, Bangalore on 1st October 2019.
- f. Seminar on “How to prepare an effective project Report” by Dr. Alok Gaddi and Prof. Jagat Goud on 19th February 2020.
- g. Seminar on “Youth and Responsibilities” by Guru Uday ji, Hospet on 12th February 2020.
- h. Workshop on “Dare self combat training” by Mr.Ramesh, CSR, Baldota Group, Hospet on 7th March 2020.
- i. Seminar on “ Literature development in Drama, Novel & Communication Skills” by Smt. Vatsalya, Department of English, Shri Krishna Devaraya University, Bellary on 8th February 2020.

Workshop Attended

- a. Participated in two day's faculty workshop on "Modernising the Syllabus", by Vijayanagara Sri Krishnadevaraya University, Bellary on 6th & 7th July 2015.
- b. Participated in one day State Level Workshop on Research Methodology jointly organized by Vijayanagara Sri Krishnadevaraya University, Bellary and Kottureshwara College, Kottur on 2nd March 2020.
- c. Participated in one day workshop on the implementation of NEP-2020 conducted by IQAC, SSAS Government First Grade College, Hospet on 26th August 2021.
- d. FDP attended for 3 days on "Data Analysis for Research using Statistical Tool" at Acharya Institute of Technology, Department of MBA, Bangalore. 28th to 30th November 2023.
- e. Participated and Co-ordinated students in 11th National B-Plan organized by Makeintern at UNMAAD IIM Bangalore. 25th & 26th February 2024.
- f. Attended Cesim Summit 2.0 "AI and Changing Learning Dynamics" on 17th April 2024.
- g. Participated and Co-ordinated students in 11th National B-Plan championship organized by Makeintern at UNMAAD IIM Bangalore. 23rd & 24th February 2025.

Publications

- An analytical Study on Exchange Traded Funds and its relationship with market Movements. Tuijin Jishu/Journal of Propulsion Technology. ISSN:1001-4055 Vol. 44 No.3 (2023), Scopus Q3 on 31/10/2023.
- Digitalization of India's Farming Sector for Sustainable Development and Advance Agriculture 4.0. Journal of Informatics Education and Research. ISSN : 1526-4726 Vol 4 Issue 1, ABDC in May 2024.
- Implications of Green Marketing Strategies towards Sustainability Development with respect to Starbucks India Pvt. Ltd. Northern Economic Review. ISSN: 0262-0383, Vol 15, ABDC in August 2024.
- Patent: Predictive Analysis Server Machine for Customer Segmentation and Targeted Marketing.
- Presented paper at 2nd International Conference towards a Innovation and sustainable strategies for responsible future business practices at Presidency University on 26th April 2025.
- Patent : Consumer behaviour analysis and influence factors of E-Commerce. 22nd April 2025.

Awards

Academic Activity

1. Co-ordinating at DSATM as Library coordinator, Cultural Coordinator, Events Coordinator, NAAC Criteria 1 Coordinator.
2. Served as BBA Department forum Co-Ordinator/HOD organizing main events at KGSSGM Theosophical College of Mangement.

3. Served as an “Answer Bundle Valuator” from Gulbarga University.
4. Co-Assisted as a member for NAAC committee team for Department of commerce at SUBN Theosophical Women’s College, Hospet.
5. Co-ordinated activities for Management Fests at different levels.
6. Invited as a judge for different Management events such as “AD-Mad show”-2004, “ Theo Forum” state level-2008, “Man-It”-2009, “Sanskriti”-2011, “Destiny”-2015.
7. Co-ordinated students for Management fest “PRATHISHA” State Level-2019 by VNC college, Hospet, “SWA PRAJNA III” State Level -2019 by SVK college, Koppal.
8. Co-ordinated students for Inter college event “Talent Hunt” 2K24 organized by Department of MBA DSATM on 27th September 2024.
9. Organized workshop on “Innovation and winning strategy formulation for business outcome at Capgemini” for MBA students at DSATM on 28th September 2024.

Online Course/Certification

- Course completed from Google Digital Garage
 1. Fundamentals of Digital Marketing – Certified and Modules covered with 26 Badges
 - a. The Online Opportunity
 - b. First Step in Online Business
 - c. Build your web presence
 - d. Plan your online business strategy
 - e. Get started with content Marketing
 - f. Deep dive into Advertising
 2. Promote Business with content
 3. Get Business Online
 4. Business Communication
- FDP- titled “ Data Analysis for research using Statistical Tool” organized by Acharya Institute of Technology from 28th to 30th November 2023.
- SimliLearn-Skillup Advanced Search Engine Optimization Certification Program - Certificate Code- 4894613 on 2/22/2024.
- FDP – titled “AI Applications in Banking and Healthcare Industry organized” by K.J. Somaiya Institute of Technology Sion, Mumbai - Maharashtra KLE Technological University, Dr. M S Sheshgiri Campus, Belagavi - Karnataka Chaitanya Bharathi Institute of Technology Autonomous, Hyderabad - Telangana Adhiyamaan College of Engineering, Hosur - Tamil Nadu in Collaboration with ExcelR Edtech Pvt. Ltd from 12th Dec to 18th Dec 2024.
- Semrush Academy online certification on Marketing Analysis – where Theory meets Practice Certificate Code -54e1d4c839 on 2/23/2024.
- Mastery in International Business Management – Udemy on October 7, 2024.
- Digital Marketing Master Class + AI for Marketing – Udemy on June 20,2024.

Contact Details

Assistant Professor

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