



## 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

<b>Faculty Name</b>	Mrs. Roopa Ajwal	
<b>Academic Designation</b>	Assistant Professor	
<b>Educational Qualification</b>	MBA, M.Phil	
<b>Experience in Years</b>	20 Years	
<b>Area of Interest</b>	Marketing & Human Resource Management	
<b>Date of Birth</b>	11-03-1982	
<b>Email ID</b>	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

<b>Date of Birth</b>	:	11 <sup>th</sup> March 1982
<b>Present Address</b>	:	C-219, Brigade Meadows Plumeria Lifestyle, Kanakapura Road, Opposite Anjaneya Temple, Bangalore-560082.
<b>Language Known</b>	:	English, Kannada, Hindi
<b>Marital Status</b>	:	Married
<b>Nationality</b>	:	Indian
<b>Hobbies</b>	:	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 21<sup>st</sup>2022.

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

## Workshop Attended

- a. Participated in two day's faculty workshop on "Modernising the Syllabus", by Vijayanagara Sri Krishnadevaraya University, Bellary on 6<sup>th</sup> & 7<sup>th</sup> 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 2<sup>nd</sup> March 2020.
- c. Participated in one day workshop on the implementation of NEP-2020 conducted by IQAC, SSAS Government First Grade College, Hospet on 26<sup>th</sup> 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. 28<sup>th</sup> to 30<sup>th</sup> November 2023.
- e. Participated and Co-ordinated students in 11<sup>th</sup> National B-Plan organized by Makeintern at UNMAAD IIM Bangalore. 25<sup>th</sup> & 26<sup>th</sup> February 2024.
- f. Attended Cesim Summit 2.0 "AI and Changing Learning Dynamics" on 17<sup>th</sup> April 2024.
- g. Participated and Co-ordinated students in 11<sup>th</sup> National B-Plan championship organized by Makeintern at UNMAAD IIM Bangalore. 23<sup>rd</sup> & 24<sup>th</sup> 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 2<sup>nd</sup> International Conference towards a Innovation and sustainable strategies for responsible future business practices at Presidency University on 26<sup>th</sup> April 2025.
- Patent : Consumer behaviour analysis and influence factors of E-Commerce. 22<sup>nd</sup> 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 27<sup>th</sup> September 2024.
9. Organized workshop on “Innovation and winning strategy formulation for business outcome at Capgemini” for MBA students at DSATM on 28<sup>th</sup> 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 28<sup>th</sup> to 30<sup>th</sup> 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 12<sup>th</sup> Dec to 18<sup>th</sup> 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 – Udemey on October 7, 2024.
- Digital Marketing Master Class + AI for Marketing – Udemey on June 20,2024.

## Contact Details

### Assistant Professor

Department of Management Studies

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