



DR. RAKESH T S

B.Com, M.Com, Ph.D
Principal

BORN

June 9th, 1984
Father's Name: SRIKANTA
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LANGUAGES

Kannada, English
Hindi



INTERESTS

Studying books

VISION

To nurture the growth of each student with a diverse mix of qualitative aptitude and attitude which ideate self- discipline, social responsibility and ethical standards to learn, unlearn, relearn and adapt to the global learning environment.

PROFESSIONAL DETAILS

- Principal GSSS Simha Subbamaahalakshmi First Grade College
- Head & Assistant Professor, Department of BBA & Department of B.Voc in Retail & Supply Chain Management, Sri Dharmasthala Manjunatheshwara College(Autonomous), Ujire, D.K(d), Karnataka
– Dec 2008 to May 2022
- HR/Facilities associates, SDD Global solutions, Mysore – Feb 2006 to May 2008
- Marketing Executive in Theorem India Pvt. ltd, Mysore – May 2008 to Nov 2008

RESERCH PUBLICATION / NATIONAL / INTERNATIONAL ARTICLES PUBLISHED

- Dr.Rakesh..T.S & Dr.Udayachnadra.P.N(2021) "Random Retrospection on Gaps and Pitfalls in Online Classes", Journal of Modern Thamizh Research - A Quarterly International Multilateral Thamizh Journal, Vol.9 No.3, pp - 1156-1161 (July-Sept, 2021) ISSN : 2321-984X. UGC Care listed journal
- *Ashoka.M.L, Rakesh.T.S & Madhushree.S(2018)* "Retailers' Perception towards Local Soft Drinks against MNCs Soft Drinks with Special Reference to Dakshina Kannada (D), Karnataka", Shodha, Vol 8, No 1, July-2018, 153-168, ISSN NO. – 2249-0396
- *Ashoka.M.L, Rakesh.T.S & Madhushree.S(2017)* "Consumer Perception and Satisfaction Towards Internet Banking and Mobile Banking with Reference to Nationalized Banks in Rural India", International Journal of Asian Business and Information Management (IJABIM).
- *Rakesh.T.S & Madhushree.S(2015)* "Consumers Perception towards Online Shopping With Special Reference to Dakshina Kannada(D)", International Journal of Online Marketing, 5(3),

38-46. , ISSN: 2156-1753, EISSN: 2156-1745, DOI: 10.4018/IJOM.2015070103

- Ashoka.M.L, Rakesh.T.S & Madhushree.S(2016) "A study on Evolution and Importance of Corporate Governance in India", Shoda, Vol - 5, No.2, Jan - 2016, 111 - 122. ISSN No: 22490396
- Ashoka ML Rakesh TS & M Abrishami (2019), A Study on MSME Entrepreneurs' Perception towards Financial Institutional Support, Journal of Entrepreneurship and Management 8 (3), 31-38
- Ashoka ML & Rakesh TS(2017), Factors Influencing Buying Behaviour of Consumers of Domestic Soft Drinks: A Case Study, Nitte Management Review, 10 (2), 44-53, 2016
- Ashoka ML & Rakesh TS (2017), "A Case Study on Small Scale Soft Drinks Manufacturing Entrepreneurs in Belthangady Taluk", Journal of Entrepreneurship and Management 6 (2), 40-45, 2017.
- Ashoka ML & Rakesh TS(2017)"Retailers' Perception towards Soft Drinks in Belthangady Taluk", Asian Journal of Research in Business Economics and Management 7 (6), 127-134, 2017
- Rakesh.TS, Lakshminarayan.K.S & Madhushree.S(March, 2015) "IMPACT OF MICROFINANCE IN BELTHANGADY TALUK - A CASE STUDY ON SKDRDP", International Journal of Research in Finance and Marketing (IJRFM), Volume 5, Issue 3, ISSN: 2231-5985
- Rakesh.TS, Lakshminarayan.K.S & Madhushree.S(April 2016),"PARAMETRIC ASSESSMENT OF GOVERNANCE PRACTICES OF MICRO FINANCE INSTITUTIONS IN KARNATAKA - AN EMPIRICAL ANALYSIS", International Journal of Research in Economics and Social Sciences, Volume 6, Issue 4. ISSN: 2249 -7382, Impact factor: 6.225
- Dr.Ashoka ML, Rakesh.TS, & Madhushree.S(2014), "A Study on Domestic Soft Drinks Manufacturing Entrepreneurs in Selected District of Karnataka", Twelfth Biennial Conference on Entrepreneurship, EDII, Bookwell publishing - Delhi, Vol 2, pp 1025-1033, ISBN: 978-93-80574-93-6 <http://hdl.handle.net/123456789/5998>
- Rakesh, T. S., & Ashok, M. L. (2012), "A Study on Problems and Prospects of Small and Medium Soft Drinks Manufacturing Entrepreneurs in Dakshina Kannada (D), Karnataka", Tenth Biennial Conference on Entrepreneurship, EDII - Gujarat, Bookwell publishing -Delhi, Vol 1, pp 368-377, ISBN: 9789380574486 available at <http://hdl.handle.net/123456789/232>
- Ganaraja.K & Rakesh.T.S(2015) "Areca Nut Price Fluctuation in Dakshina Kannada: A Step towards Sustainability", *International Conference on Global Economic Growth and Sustainability : Challenges and Prospects - November 20-21, 2015, SDMIMD Mysuru, India*, ISBN: 978-93-83302-12-3

- Rakesh.T.S, Ashoka.M.L & Madhushree.S "Consumer Perception towards Domestic Soft Drinks in Belthangady Taluk, D.K (D)", Second Annual Conference on Emerging Trends in Marketing, October 28, 2016, SDMIMD Mysuru, ISBN: 978-93-83302-17-8
- Rakesh.T.S, Madhushree.S & Priyakumari, "Investors Perception towards Stock market with Special reference to Dakshina Kannada (D)", 2nd International Conference on Inclusive Economic Growth and Sustainable Development, November 18 & 19, 2016, Mysuru, India, SDMIMD Mysuru, ISBN: 978-93-83302-18-5
- Maheshbabu.N, Rakesh TS & Madhushree.S (March, 2020), EFFECT OF TEACHING EXPERIENCE ON WELL-BEING AND ORGANIZATIONAL CLIMATE OF COUPLE TEACHERS, One Day National Seminar On "Ethical Dimensions In Business & Management: Conceptual V/S Reality", 1-11, March, 2020 (ISBN: 978-81-940092-6-9)
- Rakesh TS (2020), A study on Financial Support Schemes to MSMEs, Flagship Programmes of the Government of India: An Assessment, Sunrise Publications, 219-239. ISBN : 9788194722717

BOOK PUBLICATIONS

- **"Agricultural Marketing", Himalaya Publishing House - Mumbai**, ISBN no: 978-93-5367-987-3
- "Modern Marketing", Himalaya Publishing House, Mumbai in the month of Dec 2021.
- "Basic Accounting", Himalaya Publishing House, Mumbai in the month of June 2021. ISBN no: 978-93-5433-791-8
- "Cost & Management Accounting - II", Himalaya Publishing House, Mumbai in the month of June 2021. ISBN no: 978-93-5433-874-8
- "Cost & Management Accounting - I", Himalaya Publishing House, Mumbai in the month of Dec 2020. ISBN no: 978-93-90436-28-6
- "Principals of Tourism Management", Himalaya Publishing House, Mumbai in the month of Dec 2020. ISBN no: 978-93-90436-94-1
- **"All in one college Scanner - V Semester, B.Com, Mangalore University", United Agencies Publishers, Mangalore** (September 2016). Cost and Management subject ISBN no: 9789385682339
- **"All in One College Scanner for IV Semester B.Com., Mangalore University ", United Agencies, Mangalore** ISBN-978-93-85682-33-9

PAPER PRESENTATIONS

- Presented a paper titled "A conceptual study on Intellectual Property Rights in India", at the National Seminar on Intellectual Property Rights Research & Publications organised by Internal

Quality Assurance Cell(IQAC), PG Department of Commerce & Paralegal Cell, Government first Grade College, Bantwal, Dakshina Kannada dated on 6th Feb, 2020.

- Presented a paper titled "A study on Corporate Social Responsibility in India", in the one day National Conference on Corporate Social Responsibility – Trends, opportunities and Challenges, organised by the Department of PG Studies in Social Work, SDM College, Ujire on 8th March, 2018.
- Presented the paper titled "A study on Domestic Soft Drinks Manufacturing Entrepreneurs in Selected District of Karnataka" at the Twelfth Biennial Conference on Entrepreneurship organized by Entrepreneurship Development Institute of India, Ahemadabad, India held on 22nd , 23rd and 24th Feb, 2017.
- Presented a paper " Working Capital Requirements of rural Entrepreneurs of Agro-Based MSME's of Belthangady Taluk" in the UGC Sponsored International Seminar on 'Resurgent Rural India: A paradigm Shift' organised by P.G. Department of Commerce (DRS-III), Utkal University, Bhubaneswar on 18th and 19th March, 2017
- Presented a paper " Rural Investors Perception Towards stock market with Special Reference to Mysore " in the UGC Sponsored International Seminar on` Resurgent Rural India: A paradigm Shift' organised by P.G. Department of Commerce (DRS-III), Utkal University, Bhubaneswar on 18th and 19th March, 2017
- Presented a paper titled "A study in effects if demonetization on retailers in Belthangady Taluk" in the 3rd international conference on Economic Growth and Sustainable Development Emerging Trends organised by SDMIMD, Mysore on 10th and 11th November, 2017
- Presented a paper titled "A study on financial literacy young graduates in Belthangady Taluk" in the 3rd international conference on Economic Growth and Sustainable Development Emerging Trends organised by SDMIMD, Mysore on 10th and 11th November, 2017
- Presented a paper "A Study on the Role of Self Help Groups In Rural development with Special reference to SKDRDP " in the UGC sponsored National level seminar on " Microfinance in special reference to Business Correspondent model in Financial Inclusion and Empowering the Vulnerable" , organised by Department of UG & PG Economics, Shri Dharmasthala Manjunatheshwara college,Ujire, D.Kannada, Karnataka On 23rd March, 2016.
- Presented a paper " Students Perception towards Finance literacy – A study with special Reference to P.G Degree Students of SDM College, Ujire " in the National level Seminar on 'Diverse Challenges for Business Organisation' organised by Mangalore Academy of Professional Studies (MAPS College), Mangalore, on 7th October, 2016
- Presented a paper "Investors Perception towards Stock market with Special reference to Dakshina Kannada (D)" in the second International Conference on Inclusive Economic Growth and Sustainable Development, organised by SDMIMD Mysuru on 18th & 19th November, 2016.
- Presented a paper "Consumer Perception towards Domestic Soft Drinks in Belthangady Taluk, D.K (D)", in the Second

Annual Conference on Emerging Trends in Marketing, organised by SDMIMD Mysuru on 28th October, 2016.

- Presented a paper titled "A Conceptual study on Human Capital move from BPO to KPO in India" in the National Level Seminar "Contemporary Research Issues in Business and Management" organised by the Mangalore Academy of Professional Studies(MAPS College), Mangalore on 1st October, 2015. and published in the same in the conference proceedings book ISBN 978-93- 5254-266- 6
- Presented a paper titled "Areca Nut Price Fluctuation in Dakshina Kannada: A step Towards sustainability" in the International Conference on Global Economic Growth and Sustainability – Prospects and Challenges organised by the Shri Dharmastala Manjunatheshwara Institute for Management Development, Mysore on November 20-21st ,2015.
- Presented a paper titled "Recent trends in Marketing practices in Indian context" in the one day National conference on Changing Trends in Management, IT and Social Sciences organised by Srinivas Institute of Management Studies, Pandeshwar, Mangalore- 57001,Karnataka State, India on 9th April,2014
- Presented a paper titled "Corporate Social Responsibility in Indian Context " in the one day national level conference on "Business Sustainability through Social Value Addition" organised by St.Aloysius College (Autonomous), Mangalore on 7th April, 2014.
- Presented a paper titled "A Study on the Factors influencing the Consumers to prefer and to buy Domestic Soft Drinks in Dakshina Kannada (D), Karnataka" in the two days national level conference on "Sustaining a Competitive Edge in the Changing Global Scenario " organised by Christ University, Bangalore on 5th and 6th September, 2013.
- Presented a paper titled "A study on Problems and Prospects of Small and Medium Soft Drinks Manufacturing Entrepreneurs in Dakshina Kannada (D), Karnataka" at the Tenth Biennial Conference on Entrepreneurship organising by Entrepreneurship Development Institute of India, Gujarat dated on 20-22 nd Feb, 2013
- Presented a paper titled "A comparative Study on Local soft drinks against MNC soft Drinks " in the International Conference on "Marketing Research in the Emerging Global Scenario" organised by the Sri Venkateshwara College of Arts and Science, Peravurani, Tamil Nadu on 24 th September, 2011
- Presented a paper titled "A study on Corporate Governance Works with Corporate Sector in India" in XXXIII All India Accounting Conference and International Seminar on Accounting Education and Research, organised by Department of Commerce, University of Kerala and Indian Accounting Association, Kerala on 13th and 14th November 2010

PARTICIPATION IN SEMINARS / WORKSHOPS / CONFERENCES /CONVENTIONS:

- Participated as delegate in the one day state level workshop on "Exploring Research Avenues" organised by Vidyavardhaka First

Grade College, PG centre, DOS in commerce, Mysore on 28th Oct, 2017.

- Participated in the University level One day Workshop on Dynamics of Goods and Services Tax(GST) Organised by Department of commerce, SDM college (autonomous), ujire in association with ICAI Mangalore on 30th May, 2017.
- Participated in the one day workshop programme on "New Regimes of Indian Business Environment" for UG/PG Commerce & Management Teachers organised by the department of Studies in Commerce, University of Mysore, Manasagangothri, Mysore on 15th September 2017
- Participated in the 5th International Conference on Emerging Trends in Finance, Accounting & Banking held during 19th & 20th August, 2016 organized by SDMIMD, Mysore.

PARTICIPATED IN FACULTY DEVELOPMENT PROGRAMME:

- Participated in the two weeks capacity building programme for young social science faculty under captioned "Faculty Enrichment Programme(FEP) on Advanced Statistics for Social Science Researchers" organised by Faculty of Commerce, Banaras Hindu University, Varanasi during 16th and 28th January, 2019
- Participated in the two days Management Development Programme on "Predictive analytics for business decision making" organised by SDMIMD, Mysore on 3rd and 4th June, 2019
- Participated in the two days Faculty Development Programme on "Hands on Data Analysis using 'R' in Journal Publication" organised by SDMIMD, Mysore on 8rd and 9th June, 2019
- Participated in one day Faculty Development Programme on "Mentoring" organised by SDM College (autonomous), Mysore on 25th November, 2019.
- Participated in the 3 days Faculty Development Programme on "An Overview of Goods and Service Tax Transactions in Tally – ERP9" organised by the Department of Commerce and Centre for learning Technology, Kalasanlingam Academy of Research and Education, Krishnankoil, Virudhunagar(d) during 12th to 14th July, 2018
- Attended the one day workshop on "How to Publish your Paper in Journals?" organised by the Shri Dharmastala Manjunatheshwara Institute for Management Development on June 27th, 2015 at SDMIMD, Mysuru.
- Participated in the Two days Faculty Development Programme on 'Commodity market and derivatives trading' organised by Indian Institute of Plantation Management Bangalore on 28th and 29th November, 2013



TRAVEL

- Attended Two days' workshop on 'Statistical Analysis of Research Data Using SPSS' organised by SDMIMD, Mysore on 9th and 10th June, 2012

MEMBERSHIP DETAILS

- Member of the article review committee - Shodha - multi-disciplinary referred journal published biannually, Publisher - Hamana research Centre, Ujire
- The Chairman of BOS & BOE of Business Administration, SDM College (Autonomous), Ujire
- The Chairman of BOS & BOE of B.Voc in Retail & Supply Chain Management department, SDM College (Autonomous), Ujire

EDUCATION & SKILLS

- 2003 - Studied B.Com in University of Mysore
- 2006 - Studied M.Com in DOS in Commerce, Manasagangotri, University of Mysore, Mysore
- 2016 - Karnataka State Eligibility Test (KSET)
- 2018 - Doctoral Degree from University of Mysore, Mysuru, Subject - Commerce & Title of the thesis "Marketing of Soft Drinks by Domestic Soft Drink Companies in Karnataka"
- Successfully completed the SWAYAM ARPIT (Annual Refresher Programme in Teaching) course certification for Career Advancement Scheme (CAS) promotion ARPIT Course in "Financial Markets and Emerging Business Models"
- Successfully completed "Digital Media and Marketing Strategies" course from Coursera offered by the University of Illinois at Urbana-Champaign

ADMINISTRATIVE RESPONSIBILITIES

- Principal, GSSS Simha Subbamaahalakshmi First Grade College, KRS Road, Metagalli, Mysuru.

