

CURRICULUM VITAE

Dr. GANAPATI B. SINNOOR

MBA, NET, M.Phil, Ph.D, FDP (IIM-Indore)

Assistant Professor of Management

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TEACHING EXPERIENCE:

- Worked as lecturer in Appa Institute of Engineering and Technology Department of MBA (VTU) and Assistant Professor, Department of Tourism, Sharnabasveshwar Vidya Vardhaka Sangh, Kalaburagi.

CORPORATE EXPERIENCE:

1. Worked for Excel Marketing DSA of Ranbaxy-Rextar Division as a Sales Officer, for Bellary and Raichur Districts.
2. Worked for Anand Rathi Franchisee Branch Yadgiri as Equity Dealer.
3. Worked for Anand Rathi Securities Ltd, Kalaburagi Branch as a Commodity dealer.
4. Worked for Religare Securities Ltd, Kalaburagi Mandi Branch as Asst Branch Manager.

ADMINISTRATIVE EXPERIENCE

1. Worked for the establishment of Department of Tourism and Hotel Management, SBS, CUK and Served as founding coordinator from 2019 to 2021
2. Worked as Special Officer R&D, CUK
3. Worked as Nodal Officer RTI (CPIO), CUK
4. Worked as Public Relations Officer, CUK
5. Worked as Boys' Hostel Warden, CUK

RESEARCH PUBLICATIONS

1. Ganapati B Sinnoor “**Chennabasavannanavar Vachanagalalli Nirvahana Shastrada Tatvagalu**” Basava Patha, Vol.43, Issue-5, February 2022, ISSN 2348-425X
2. Ganapati B Sinnoor “**Vachana Sahityadalli Nirvahana Shastrada Tatvagalu: Sharanara Prerana Siddhanta mattu Douglas McGragor prerana Siddhantagala Toulanika Adhyayana**” Basava Patha, Vol.495, February 2022, ISSN 2348-425X
3. Ganapati B Sinnoor “**Vachana Sahityadalli Nirvahana Shastrada Tatvagalu**” Basava Patha, Vol.494, January 2022, ISSN 2348-425X
4. Ganesha KS, Ganapati B Sinnoor, “**Impact of Covid-19 Scenarios on Tourism Industry and Social Media Usage: Strategies to Overcome**” Prestige International Journal of Management and IT – Sanchayan, 2022 **Peer reviewed Journal**
5. Shobha K B, Ganapati B Sinnoor, ‘**Socio – Ecological Transfiguration and Sustainable Development in Kodagu – An Analysis**’ in Journal of the Asiatic Society of Mumbai. Vol. XCV, No. 11 2022. ISSN 0972-0766. **UGC Care Journal**
6. Shobha K B, Ganapati B Sinnoor, ‘**Residents’ Perception towards Tourism-Led Land Conversion in Kodagu – An Overview**’ in Kanpur Philosophers journal. Vol. 9, Issue 1, No. 6, 2022. 2348-8301. **UGC Care Journal**
7. Ganesha KS, Ganapati B Sinnoor, “**Sentimental Analysis of Space Tourism: Evidence from Twitter**”, New Space, Volume 9, Issue 3 (September 2021). ISSN 2168-0256, Online ISSN: 2168-0264, **Scopus Indexed**
8. Ganesha KS, Ganapati B Sinnoor, “**Analysis of User-Generated Contents in Digital Media towards Gastronomic Tourism Experiences: Sentimental and Locational Approach**”, Turkish Online Journal of Qualitative Inquiry, Volume 12, Issue 9 (August 2021). ISSN 1309-6591, **Scopus Indexed**
9. Ganesha KS, Ganapati B Sinnoor, “**Challenges Faced in Learning and Acquiring Social Skills and Developmental Skills by College Students**”, ICTACT Journal on Management

Studies, Volume 7, Issue 3, (August 2021). ISSN Print 2395-1656, ISSN online 2395-1664,
EBSCO Indexed

10. Shobha K B, Ganapati B Sinnoor, ‘**Macro study on Land and Tourism in India –a Review**’ in Pensee Journal ,Vol 50, Issue 12 -2020. ISSN 0031 – 4773. Page, Number 1632 – 1644. **Peer reviewed Journal**
11. Ganesha KS, Ganapati B Sinnoor, “**Conceptual Understanding of Social Media and Tourist Decision Making**”, Shodh Sarita, Volume 7, Issue 28 (October to December 2020). ISSN 2348-2397, **UGC Care Journal**
12. Ganesha KS, Ganapati B Sinnoor, “**Patients Waiting Time Reduction Strategies for Treatment at Hospitals: A New Model**”, Sambodhi Journal, Volume 43, Issue 3, Version-14 (September 2020). PP 1097-1101, ISSN 2249-6661, **UGC Care Journal**
13. Ganesha KS, Ganapati B Sinnoor, “**Analysis of Factors Affecting Remembrance of Advertisements**”, Sambodhi Journal, Volume 43, Issue 3, Version-15 (September 2020). PP 1128-1130, ISSN 2249-6661, **UGC Care Journal**
14. Ganesha KS, Ganapati B Sinnoor, “**Tourist and Followers Emotions toward Karnataka Tourism: Sentimental Analysis of Twitter**”, Studies in Indian Place Names, Volume 40, Issue 56 (March 2020). PP 659-670, ISSN 2394-3114, Impact Factor-6.3 (RF), **UGC Care Journal**
15. Ganesha KS, Ganapati B Sinnoor, “**Tourist and Followers Perception toward Karnataka Tourism: Content Analysis of Facebook and Twitter**”, International Journal of Management and Economics, Volume 1, (May 2019). PP 69-83, ISSN 2231 – 4687, UGC Referred Journal No: -64206, Impact Factor-6.81 (SJIF)
16. Ganesha KS, Ganapati B Sinnoor, “**Significance of Social Media Marketing in Brand Awareness and Product Reach**”, International Journal of Management and Economics, Volume 1, (May 2019). PP 201-205, ISSN 2231 – 4687, UGC Referred Journal No: -64206, Impact Factor-6.81 (SJIF)

17. Ganapati B Sinnoor, **“Tourists Perception about Service Quality in Hospitality Industry an Empirical Study”** International Journal of Management and Economics, Vol. 1, pp 82, 2019, ISSN: 2231-4687 impact factor 1.52. UGC No: 64206
18. Ganapati B Sinnoor, **“Entrepreneurial Opportunities in Home Delivery of Vegetables”** International Journal of Management and Economics, Vol. 1, pp 10, 2018, ISSN: 2231-4687 impact factor 1.52. UGC No: 64206
19. Ganapati B Sinnoor, **“Online Teaching in Higher Education in India”**, International Journal of Management and Economics, Vol. 1, pp 32, 2017, ISSN: 2231-4687 impact factor 1.52. UGC No: 64206
20. Ganapati B Sinnoor, **“Tourism, Economic Development and Entrepreneurial Opportunities”**, Vishleshan International Journal of Engineering and Management, Vol. 3, ISSN: 2455524X, 2017, pp 12, UGC No: 48412
21. Ganapati B Sinnoor, **“Destination Positioning of Hyderabad Karnataka Region A Tourism Development Initiative”**, Vishleshan International Journal of Engineering and Management, Vol. 2, ISSN: 2455524X, 2017pp 32 UGC No: 48412
22. Ganapati B Sinnoor, **“Entrepreneurial Opportunities and Challenges in Tourism Industry: A Study of Hyderabad Karnataka Region”** International Journal of Management and Economics, Vol. V, No.16, January 2016, ISSN: 2231-4687 impact factor 1.52. UGC No:64206
23. Ganapati B Sinnoor, **“Residents perceptions of a tourist destination: An empirical study of Hyderabad Karnataka Region”** African Journal of Hospitality, Tourism and Leisure Vol. 4(2) - (2015) ISSN: 2223-814X, UGC No: 48559, **UGC Care Journal, Scopus Indexed**
24. Ganapati B Sinnoor, **“Influence of Social Media Websites on Promotion of Products and Services among the Users: An Empirical Study”** Thematic Journal of Commerce & Management, Vol 2. Issue 1. March 2012. ISSN 2231-4881. Pp 143-147.
25. Ganapati B Sinnoor, **“Redefining Point-of-Purchase”** is published in Thematic Journal of Business Management, Vol 1. Issue 1. Jan 2012. ISSN 2277-3002. Pp 113-117.

26. Ganapati B Sinnoor, **“Tourism Potentiality: A Study of Hyderabad Karnataka Region”** ISSO Journal, Indian Journal of Management Review, Department of Commerce Dr. Babasaheb Ambedkar Marthwada University, Aurangabad Maharashtra.

Chapters in Edited Book

1. Shrutha, Ganapati B Sinnoor, **“Community Based Tourism: A Case Study of Anegundi, World Heritage Site Hampi”** as a Chapter in Edited Book in the Community Based Tourism in India, Jan 2019. © Central University of Karnataka, Kalburgi.
2. Ganesha KS, Ganapati B Sinnoor, **“Involvement of Social Media Communities in Tourism Deliberation and Development: A study of selected Social Media Groups”** as a Chapter in Edited Book in the Community Involvement in Tourism Development in Emerging Countries, Jan 2019. © Central University of Karnataka, Kalburgi.
3. Ganesha KS, Ganapati B Sinnoor, **“Management of Tourism Experiences using Immersive Technology”** as a Chapter in book Tourism and Hospitality: Theories and Practices, Bharti Publications, New Delhi, September 2020. Editors: Prof. Dipra Jha, Dr. Madhumita Mukherjee, Dr. Suvojit Ganguly, Sudipta Mukherjee, P. P. Khanna© Editors. ISBN:978-93-89657-73-9
4. Ganesha KS, Ganapati B Sinnoor, **“Effect of Covid-19 on Tourism Sector Information Technology as a Savior”** as a Chapter in book, SKRGC Publications, September 2020.© Madurai Kamaraj University. ISBN:978-81-944843-5-6
5. Ganapati B Sinnoor, **“Leadership Lessons from Real Executive”** Edited Book titled Poojya Dr. Appaji an Educational Philosopher (2015) ISBN: 978-1-312-14182-7, pp 93-98
6. Ganapati B Sinnoor, **“Perception of Foreign Tourists’ about Select Tourism Places of Hyderabad Karnataka Region: An Empirical Study”**, is published in an Edited Book (ISBN 978- 81-910003-13), published by Osmania University, Hyderabad

CONFERENCE PROCEEDINGS

1. Ganesha KS, Ganapati B Sinnoor, “**Tourist and Followers Perception toward Karnataka Tourism: Sentimental Analysis Using Social Media Analytics**” in the 04th International Conference on Marketing, Technology and Society 2020, Indian Institute of Management- Kozhikode, Kerala, India (07th– 9th December, 2020).© IIMK, Kerala, India, Published in the Conference Proceedings with ISBN: 978-93-5419-748-2
2. Praveen SK, Ganesha KS, Ganapati B Sinnoor, “**Social Media Addiction and Youths**” in the 04th International Conference on Marketing, Technology and Society 2020, Indian Institute of Management- Kozhikode, Kerala, India (07th– 9th December, 2020).© IIMK, Kerala, India, Published in the Conference Proceedings with ISBN: 978-93-5419-748-2
3. Ganesha KS, Ganapati B Sinnoor, “**Analysis of Tourist Images in Instagram towards Karnataka Tourism using Analytical Tools: Sentimental and Location Approach**” in the 7th International Conference on Business Analytics and Intelligence, Indian Institute of Management, Bangalore. Int. Conf. Karnataka, 2019 (05th – 07th December, 2019). Published in the Conference Proceedings
4. Ganapati B Sinnoor, “**Destination Image through UGC: A Comparative Analysis of Domestic and Foreign Tourists’ Perception of Hampi World Heritage Site**” is published in ISSN 2226 – 6577, Proceedings of the International Symposium On Business and Management, November 12-14, 2014 Meiji University, Tokyo, Japan,

Edited Books

Sl. No	Title of the Book	First Editor	Second Editor	Publisher	ISBN
1	Community Based Tourism in India	Dr. Ganapati B Sinnoor	Prof. M V Alagawadi	Excel India New Delhi, 2019	978-93-88237 - 37-6
2	Community Participation in Tourism Development in Emerging Countries	Dr. Ganapati B Sinnoor	Dr. Md. Zohair	Excel India New Delhi, 2019	978-93-88237 - 38-3

BOOK ABSTRACTS

1. Shobha K B, Ganapati B Sinnor, **Socio – Ecological Transformation and Sustainability of Kodagu – An Analysis**’ in the 7th International Tourism Research Conference (ITRC) - 2021- Resilience Building and Entrepreneur Innovation for sustainable Tourism. Colombo, Srilanka, (22nd October 2021). © 7th International Tourism Research Conference (ITRC) -2021, Department of Economics 2021, University of Colombo, Srilanka. Published in the Conference Proceedings with ISBN: 978-624-5873-08-1
2. Ganesha KS, Ganapati B Sinnor, **“Synthesis Effect of Social Media Contents on Tourism Planning”** in the 7th International Tourism Research Conference (ITRC) - 2021- Resilience Building and Entrepreneur Innovation for sustainable Tourism. Colombo, Srilanka, (22nd October 2021). © 7th International Tourism Research Conference (ITRC) -2021, Department of Economics 2021, University of Colombo, Srilanka. Published in the Conference Proceedings with ISBN: 978-624-5873-08-1
3. Ganesha KS, Ganapati B Sinnor, **“A New Model for Patients Waiting Time Reduction for Treatment at Hospitals (Poster)”** in the World Health Congress 2021 Prague, Institute for TCIM, Soukenicka 21, (Prague), Czech Republic, (10th – 12th September, 2021). © World Health Congress 2021 Prague, Institute for TCIM, Soukenicka 21, (Prague), Czech Republic.
4. Shobha K B, Ganapati B Sinnor, **‘Tourism-Led Land Conversion: A GIS Based Study of Kodagu District Karnataka’**. E- Volume of Abstracts in International Webinar on geo Spatial Technology themed ‘Recent Advances In Geospatial Technology and its Role in Rural Development’ 2020.
5. Shobha K B, Ganapati B Sinnor, **Socio – Ecological Transformation and Sustainability of Kodagu – An Analysis**’ in 7th International Tourism Research Conference – Tourism study programmes, Department of Economics, University of Colombo – Srilanka. Repository platform of University of Colombo. E-Volume of Abstracts. Page number 61. ISBN 978- 624- 5873- 08- 1
6. Ganesha KS, Ganapati B Sinnor, **“Impact of Education Stream on Digital Media Usage and Interaction”** in the 7th Northern Regional Social Science Congress on “Social Sciences and

Nation Building: Issues and Challenges”, ICSSR-NRC and Uttar Pradesh Rajarshi Tandon Open University, Prayagraj. Int. Conf. Uttar Pradesh, 2020 (02nd – 04th February, 2020).

7. Ganesha KS, Ganapati B Sinnoor, “**Effect of Covid-19 on Tourism Sector Information Technology as a Savior**” in the International E-Conference on “The Challenges and Rehabilitation Avenues in the Context of Covid-19”, Madurai Kamaraj University, Madurai, Tamil Nadu, Int. Conf. Tamil Nadu, 2020 (12th - 14th August 2020). © Madurai Kamaraj University, Published in the conference Book of Abstracts with ISBN: 9788194484332
8. Ganesha KS, Ganapati B Sinnoor, “**How Social Media Affect Tourist Behaviour**” in the International Unequal World Conference, Unequal World, RAiS, ConSciens, IPSEC, 777, United Nations Plaza, New York, United States of America, Int. Conf. New York, United States of America, 2020 (28th - 29th September, 2020). © Unequal World, New York, United States of America, Published in the conference Book of Abstracts with ISBN: 978-1-945298-29-5.
9. Ganesha KS, Ganapati B Sinnoor, “**Effect of Social Media on Youth’s Behaviour Development**” in the International Unequal World Conference, Unequal World, RAiS, ConSciens, IPSEC, 777, United Nations Plaza, New York, United States of America, Int. Conf. New York, United States of America, 2020 (28th - 29th September, 2020). © Unequal World, New York, United States of America, Published in the conference Book of Abstracts with ISBN: 978-1-945298-29-5

NATIONAL SEMINARS/INTERNATIONAL SEMINARS/CONFERENCES

1. Participated and Presented research paper titled ‘**Tourism-led Land conversion: A GIS based study of Kodagu district, Karnataka**’. In the one day International Webinar on “Recent Advances In Geospatial Technology And Its Role In Rural Development” jointly organized by Geospatial Mapple Lucknow, U. P. India in Association with Department of Geography, MLK (PG) College, Balrampur, U. P. India held on 20th September 2020
2. Participated and Presented research paper titled “**Synthesis Effect of Social Media Contents on Tourism Planning**” in the 7th International Tourism Research Conference (ITRC) - 2021- Resilience Building and Entrepreneur Innovation for sustainable Tourism. Colombo, Srilanka, (22nd October 2021)

3. Participated and Presented research paper titled **Socio – Ecological Transformation and Sustainability of Kodagu – An Analysis**’ in the 7th International Tourism Research Conference (ITRC) - 2021- Resilience Building and Entrepreneur Innovation for sustainable Tourism. Colombo, Srilanka, (22nd October 2021).
4. Participated and Presented research paper titled **“A New Model for Patients Waiting Time Reduction for Treatment at Hospitals (Poster)”** in the World Health Congress 2021 Prague, Institute for TCIM, Soukenicka 21, (Prague), Czech Republic, (10th – 12th September, 2021). © World Health Congress 2021 Prague, Institute for TCIM, Soukenicka 21, (Prague), Czech Republic.
5. Participated and Presented research paper titled **“Impact of Social Media and Immersive Technologies on Maritime Tourism”** in the International Virtual Conference on “Impact of Industry 4.0 on Maritime Business Opportunities”, AMET Business School, Academy of Maritime Education and Training (Deemed to be University) Chennai, (Tamilnadu), India, (22nd – 23rd June, 2021). © AMET Business School, Academy of Maritime Education and Training (Deemed to be University) Chennai, (Tamilnadu), India
6. Participated and Presented research paper titled **“The Intersection of Advertising Ethics and Culture in the Context of Social Media”** in the International e-Conference on “Recent Advancement in the Area of Management, Social Sciences, Information Technology and Travel & Tourism”, Indirapuram Institute of Higher Studies, Ghaziabad, (U.P), India, (19th – 20th March, 2021). © Indirapuram Institute of Higher Studies, Ghaziabad, (U.P), India
7. Participated and Presented research paper titled **“Impact of Covid-19 Scenarios on Tourism Industry and Social Media Usage: Strategies to Overcome”** in the 12th International e-Conference on “Digitalization as Vehicle for Innovation, Organizational Growth and Effectiveness”, Prestige Institute of Management, Gwalior, (M.P), India, (19th – 20th December, 2020). © Prestige Institute of Management, Gwalior, (M.P), India
8. Participated and Presented research paper titled **“Tourist and Followers Perception toward Karnataka Tourism: Sentimental Analysis Using Social Media Analytics”** in the 04th International Conference on Marketing, Technology and Society 2020, Indian Institute of

Management- Kozhikode, Kerala, India (07th– 9th December, 2020).© IIMK, Kerala, India, Published in the Conference Proceedings with ISBN: 978-93-5419-748-2

9. Participated and Presented research paper titled “**Social Media Addiction and Youths**” in the 04th International Conference on Marketing, Technology and Society 2020, Indian Institute of Management- Kozhikode, Kerala, India (07th– 9th December, 2020).© IIMK, Kerala, India, Published in the Conference Proceedings with ISBN: 978-93-5419-748-2
10. Participated and Presented research paper titled “**Challenges Faced in Learning and Acquiring Social Skills and Developmental Skills by College Students**” in the Three-Day International Conference on Current Trends and Future Challenges in Education (ICTFCE 2020), Vellore Institute of Technology, Chennai, Tamil Nadu, Int. Conf. Tamil Nadu, 2020 (7th- 9th October ,2020).© Vellore Institute of Technology, Chennai
11. Participated and Presented research paper titled “**Effect of Social Media on Youth’s Behaviour Development**” in the International Unequal World Conference, Unequal World, RAiS, ConSciens, IPSEC, 777, United Nations Plaza, New York, United States of America, Int. Conf. New York, United States of America, 2020 (28th- 29th September, 2020). © Unequal World, New York, United States of America, Published in the conference Book of Abstracts with ISBN: 978-1-945298-29-5.
12. Participated and Presented research paper titled “**How Social Media Affect Tourist Behaviour**” in the International Unequal World Conference , Unequal World, RAiS, ConSciens, IPSEC, 777, United Nations Plaza, New York, United States of America, Int. Conf. New York, United States of America, 2020 (28th- 29th September, 2020).© Unequal World,New York, United States of America, Published in the conference Book of Abstracts with ISBN: 978-1-945298-29-5.
13. Participated and Presented research paper titled, “**Effect of Covid-19 on Tourism Sector Information Technology as a Saviour**” in the International E-Conference on “The Challenges and Rehabilitation Avenues in the Context of Covid-19”, Madurai Kamaraj University, Madurai, Tamil Nadu, Int. Conf. Tamil Nadu, 2020 (12th- 14th August 2020).© Madurai Kamaraj University, Published in the conference Book of Abstracts with ISBN: 9788194484332

14. Participated and Presented research paper titled “**Impact of Education Stream on Digital Media Usage and Interaction**” in the 7th Northern Regional Social Science Congress on “Social Sciences and Nation Building: Issues and Challenges”, ICSSR-NRC and Uttar Pradesh Rajarshi Tandon Open University, Prayagraj. Int. Conf. Uttar Pradesh, 2020 (02nd – 04th February, 2020).
15. Participated and Presented research paper titled “**Analysis of Tourist Images in Instagram towards Karnataka Tourism using Analytical Tools: Sentimental and Location Approach**” in the 7th International Conference on Business Analytics and Intelligence, Indian Institute of Management, Bangalore. Int. Conf. Karnataka, 2019 (05th – 07th December, 2019).
16. Participated and Presented research paper titled “**Promotion of Tourism Destination: Role of Social Media and Limits of Being a Smart Tourist**” in the International Conference on Smart Tourism, Smart Destinations and Limits of Being Traveller, Indian Institute of Tourism and Travel Management, Gwalior. Int. Conf. Madhya Pradesh, 2019 (18th – 19th February, 2019).
17. Participated and Presented research paper titled “**Involvement of Social Media Communities in Tourism Deliberation and Development: A study of selected Social Media Groups**” in the International Conference on Community Involvement in Tourism Development in Emerging Countries, Sponsored by Incredible India - Ministry of Tourism, Government of India at Central University of Karnataka, Kalburgi. Int. Conf. Karnataka, 2019 (3rd to 5th January 2019). © Central University of Karnataka, Kalburgi, published as a Chapter in Edited Book.
18. Participated and Presented research paper titled “**Destination Image through UGC: A Comparative Analysis of Domestic and Foreign Tourists’ Perception of Hampi World Heritage Site**” in International Symposium on Business and Management-Fall Session 2014, held in Meiji University Tokyo, Japan from 12th to 14th November 2014
19. Participated and Presented research paper titled “ Talent Management in Hospitality and Tourism Industries: A Case Study of Select Hotels of Bidar City” in 10th AGBA-KMITL

(King Mongkut's Institute of Technology Ladkrabang) International Conference held in Bangkok, from 15th to 17th June 2013

20. Participated and Presented research paper titled “Perception of Foreign Tourists’ about Select Tourism Places of Hyderabad Karnataka Region: An Empirical Study” in an International Conference on Global Business: Opportunities and Challenges, held during 27th -29th March 2014, at Osmania University, Hyderabad
21. Participated and Presented paper titled “**Entrepreneurial Opportunities in Home Delivery of Vegetables**” in National Seminar on Contemporary Management Practices and their Implications on Growth, Equity and Justice Greetings organized by Department of Management Studies, VSK University, Ballari on 10th and 11th March 2017
22. Participated and Presented research paper titled “**Tourists’ Perception about Service Quality in Hospitality Industry: An Empirical Study**” in 69th All India Commerce Conference held at Lucknow University, Uttar Pradesh during 11th to 13th Nov. 2016.
23. Participated and Presented research paper titled “**Online Teaching in Higher Education in India: Teachers’ Readiness**” in 68th All India Commerce Conference held at Vinoba Bhave University, Hazaribagh, Jharkhand during 6th to 8th Nov. 2015.
24. Participated and Presented paper titled “Entrepreneurial Opportunities and Challenges in Tourism Industry: A Study of Hyderabad Karnataka Region” in 27th National Conference on Innovative Trends in Entrepreneurship and Economic Development organized by Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (Maharashtra) on 30th and 31st January 2016
25. Participated and Presented research paper titled “Destination Positioning of Hyderabad Karnataka Region: A Tourism Development Initiative” in National Seminar on "Emerging Issues in Management and Tourism" organized by the department of Business Administration and MBA (Tourism Administration), Mangalore University on 2nd and 3rd December 2015
26. Participated and Presented research paper titled “Challenges of Girl Education in India: A Case Study of Bharatiya Vidyamandir Sirnnoor” in National Seminar on Women

Empowerment: A Global Initiative for Closing Gender Gap” organized by Department of Business Studies, Central University of Karnataka, Kalaburagi on 1st and 2nd December 2015

27. Participated and Presented research paper titled “Residents’ Perception of Tourist Destination: An Empirical Study of Hyderabad Karnataka Region” in 67th All India Commerce Conference held at KiiT University, Bhubaneswar during 27-29, December 2014. This paper was shortlisted among top five papers from Technical Session -1 Services Marketing: Challenges Ahead, for BBAY Award of Indian Commerce Association (ICA).
28. Participated and Presented paper titled “Global Turbulences and Indian Tourism Industry’s Preparedness” in 65th All India Commerce Conference-2012 held at KPB Hinduja College of Commerce Mumbai, during 9th to 11th November 2012
29. Worked as an Organizing Committee Member and Participated in national conference on “Sustainable Development and Planning -2013” held during 6th -7th September 2014, organized by the School of Business Studies, CUK
30. Worked as an Organizing Committee Member and Participated in national conference on “Performance, Challenges and Prospects of MSMEs in India” held during 21st -22nd Feb 2014, organized by the School of Business Studies, CUK
31. Chaired a session at the International Symposium on Business and Management-Fall Session 2014, held in Meiji University Tokyo, Japan from 12th to 14th November 2014

WORKSHOPS (Attended)

1. Participated in “One Day E-Content Workshop” organized by Central Library, Central University of Karnataka, on 19th January 2016.
2. Attended “**Four Day Workshop on Academic Writing**” Organized by Department of Business Studies, CUK from 1st to 6th November 2018
3. Participated in the workshop on “Innovations in Financial Sector” conducted by Department of Commerce, School of Business Studies, Central University of Karnataka, on 3rd November 2012.

4. Organized and participated in the workshop on “Social Entrepreneurship-Inspiring Youth for Sustainable Development” conducted by Department of Business Studies, Central University of Karnataka, on 29th September 2012.
5. Participated in the UGC Sponsored One-Day workshop on “Emerging Trends in Commerce and Business” conducted by Department of Post-Graduate Studies and Research in Commerce, Gulbarga University Gulbarga, on 22nd September 2012.
6. Participated in the “E-Governance Workshop-2011” held on 1st March 2011, at Central University of Karnataka, Kalaburagi

ORIENTATION COURSES/REFRESHER COURSES

1. Participated in the **Research Methodology Refresher Course** from 24th May 2012 to 13th June 2012 held at UGC-Academic Staff College, University of Hyderabad, Hyderabad
2. Participated in the **Orientation Course** from 23rd Feb to 20th March 2015 held at UGC-Academic Staff College, JNU New Delhi
3. **Faculty Development Programme** at Indian Institute of Management, Indore from April 25 to May 31, 2016 for 5 weeks.
4. Participated in the **Refresher Course** from 24th Aug 2018 to 13th Sept 2018 held at UGC-Academic Staff College, University of Hyderabad, Hyderabad
5. Participated in the **Refresher Course** from 27th June 2022 to 10th July 2012 held at UGC-HRDC, MANUU, Hyderabad

POSITIONS PRESENTLY HOLDING

- Member Board of Studies, Department of Economic Studies and Planning, Central University of Karnataka, Kalaburagi
- Member Board of Studies, Department of Commerce, Central University of Karnataka, Kalaburagi
- Member Board of Studies, Department of Tourism and Hotel Management, Central University of Karnataka, Kalaburagi
- Liaison Officer, EWS, CUK
- Coordinator, Basava Peetha, CUK

OTHER POSITIONS HELD:

- Member, Executive Council, Central University of Karnataka, Kalaburagi
- Member, Academic Council, Central University of Karnataka, Kalaburagi
- Member Board of Studies, Department of Business Studies, Central University of Karnataka, Kalaburagi
- Member School Board, School of Business Studies, Central University of Karnataka, Kalaburagi
- NSS Program Officer, School of Business Studies, Central University of Karnataka, Kalaburagi
- Coordinator Pre Examination Coaching Centre (PECC), Central University of Karnataka, Kalaburagi
- Coordinator Alumni Relations, Central University of Karnataka, Kalaburagi
- Member Committee to Devise Method/Format for Calculation of API Scores, Central University of Karnataka, Kalaburagi
- Faculty Coordinator “Industry Institute Linkage Committee” School of Business Studies, Central University of Karnataka, Kalaburagi
- Faculty Coordinator “Personality Development Program” School of Business Studies, Central University of Karnataka, Kalaburagi
- Warden City Boys’ Hostels of Central University of Karnataka, Kalaburagi
- Chairman, Board of Examiners for the Master of Tourism Administration, Gulbarga University Gulbarga, for the examination of 2010.
- Coordinator “Heritage Club” Gulbarga District promoted by Department of Heritage, Archaeology and Museum, Government of Karnataka, Bangalore.
- Coordinator Entrepreneurship Development and Business Facilitation Centre, Department of Business Studies, CUK

SEMINARS/CONFERENCES/WORKSHOP (Organized)

- Organized Three Day International Conference on “**Community Involvement in Tourism Development in Emerging Countries**” on 3th -5th January 2019 Funded by Ministry of Tourism, Government of India and Central University of Karnataka

- Organized Two Day National Conference of **“Role of Entrepreneurship and Tourism in Regional Development with Special Reference to Hyderabad Karnataka Region”** on 25th -26th August 2016 Funded by Hyderabad Karnataka Region Development Board (HKRDB), Kalaburagi and Central University of Karnataka
- Two-Week FDP on Entrepreneurship Development and Two (2) Three Day Entrepreneurship Awareness Camp, Sponsored by Dept. Science and Technology, Govt. of India in 2017.
- Organized **“Four Day Workshop on Academic Writing for PG Students and PhD Scholars”** on 11th -12th and 18th and 19th March 2017 sponsored by Equal Opportunity Cell, CUK

AWARDS AND RECOGNITIONS:

- Nominated for best paper award for the article “Tourist and Followers Perception toward Karnataka Tourism: Sentimental Analysis Using Social Media Analytics” in the 04th International Conference on Marketing, Technology and Society 2020, Indian Institute of Management- Kozhikode, Kerala, India (07th – 9th December, 2020).
- Best Library User Award 2016, Central Library, Central University of Karnataka, Kalaburagi
- Inspiring Teacher of School of Business Studies for the year 2013-14, Central University of Karnataka, Kalaburagi