

#309,"SRI KRUPA"  
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# Dr. H.S Adithya

<b>OBJECTIVE</b>	<i>"To become an expert, achieve lofty aspirations and perform outstandingly well in the field of Academics - Management".</i>
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## EDUCATIONAL QUALIFICATIONS

	<b>Majors</b>	<b>Institution</b>	<b>Grade</b>
S.S.L.C	—————	Sri Aurobindo Memorial School Bangalore (1995-1996)	FIRST CLASS (67%)
II - P.U.C	Geography, Economics Business Studies, Accountancy	Vijaya Pre University College Bangalore (1997-1998)	FIRST CLASS (76%)
B.Com	Advanced Financial Accounting and Management Accounting	BHS First Grade College BANGALORE UNIVERSITY (1998-2001)	FIRST CLASS (65%) <b>*Aggregate</b>
M.B.A	Marketing Management	BANGALORE UNIVERSITY (2001- 2003)	FIRST CLASS (67%) <b>*Aggregate</b>
M.Phil	Management	C.M.J UNIVERSITY (2010 – 2011)	FIRST CLASS (72.3%)
LL.M	Law (Criminal Law)	Sri Krishnadevaraya University Anantapur (2019- 2021)	FIRST CLASS (61%)
Ph.D.	Management Studies (Marketing)	Dr.M.G.R UNIVERSITY, Chennai (July 2006 – November 2012)	AWARDED in November 2012
D.Litt	Business Studies and Management	BERHAMPUR UNIVERSITY Berhampur, Odisha (December 2013 to October 2018)	AWARDED in October 2018

## SUBJECTS OF TEACHING

<b>Marketing</b>	<b>Other Subjects</b>
<ul style="list-style-type: none"> <li>→ International Marketing</li> <li>→ Industrial Marketing</li> <li>→ Sales and Distribution Management</li> <li>→ Advertising Management</li> <li>→ Marketing of Services</li> <li>→ Consumer Behavior</li> </ul>	<ul style="list-style-type: none"> <li>→ Principles &amp; Practices of Management</li> <li>→ Employee Relations Management</li> <li>→ Organizational Behaviour</li> <li>→ International Business Management</li> <li>→ Marketing Management</li> <li>→ Indian Business Environment</li> </ul>

<b>TECHNICAL SKILLS</b>	Languages : EXNGN, ASP, Visual Basic Web Technologies : XML, HTML, DHTML Data Base : Micro Soft SQL Server 7.0 Others : MS Office Familiar Platforms : Windows XP (Home Edition) <b>(DIPLOMA IN E-COMMERCE &amp; COMPUTERISED FINANCE AND ACCOUNTS)</b>
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<b>PROJECT WORK</b>	
<p><b>1) <u>INTERNSHIP TRAINING</u> :</b></p> <p>Title : <b>EMPLOYEE RETENTION STRATEGIES &amp; PRACTICES</b></p> <p>Description : This project deals with retaining employees in an organization, by providing relevant strategies which was adopted by the company for their effective retention</p> <p style="text-align: center;">This project was carried out at <b>Sri Vinayaka Poly Packs</b> under the guidance of <b>Dr.S.K.Prasad, Director of AMC College.</b></p> <p><b>2) <u>DISSERTATION</u> :</b></p> <p>Title : <b>A STUDY ON THE IMPLEMENTATION OF LABOUR WELFARE MEASURES</b></p> <p>Description : This study project deals with obtaining data from the employees about the Labour Welfare measures, provided to them by the company and ensuring their provision as Per the Factories Act of 1948.</p> <p style="text-align: center;">This project was carried out at <b>STUMPP, SCHUELE &amp; SOMAPPA</b> Private Limited under the guidance of Dr.S.K Prasad.</p>	

<b>PERSONAL INFORMATION</b>	
Date of Birth	: 15 <sup>th</sup> August 1979
Nationality	: INDIAN
Father Name	: H.K. Suryanarayana
Hobbies	: Internet Browsing, Reading, Practicing Shorthand, listening to music etc.
Others	: Passed English Junior and Senior Typewriting, Kannada Typewriting & English Shorthand. Also Learning Veena (Classical Musical Instrument)

<b>STRENGTHS:</b>	Work under pressure and Target Oriented
<b>WEAKNESS:</b>	Little Short Tempered
<b>OPPORTUNITIES:</b>	Opportunity to grow in the field of Academics
<b>THREATS:</b>	Threat against Competitors

<b>INDUSTRY</b>  <b>EXPERIENCE</b>	<p>1.) <b>M/S THE CAPITOL taken over by RAMANASHREE GROUP</b></p> <p><b>M/S RAMANASHREE SHOPPING ARCADE PRIVATE LIMITED in the capacity of HR SUPERVISOR.</b></p> <p><b>Period of Employment: January 2004 to January 31<sup>st</sup> 2006.</b></p> <p>2.) <b>Worked in SAAB ENGINEERING PVT LTD, Bangalore as a SENIOR OFFICER – HR &amp; ADMIN from 1<sup>st</sup> February 2006 to 30<sup>th</sup> June 2007.</b></p>
<b>TEACHING</b>  <b>EXPERIENCE</b>	<p>1.) <b>Worked in SRI J.C.B.M COLLEGE, Sringeri as a LECTURER in BUSINESS MANAGEMENT from July 2007 to July 2009.</b></p> <p>2.) <b>Worked in SRI REVANA SIDDESWARA INSTITUTE OF TECHNOLOGY, Bangalore as a LECTURER – MBA from August 2009 to January 2011.</b></p> <p>3.) <b>Worked in B.T.L INSTITUTE OF TECHNOLOGY AND MANAGEMENT as an ASSISTANT PROFESSOR &amp; H.O.D – M.B.A from FEBRUARY 2011 to JUNE 2013.</b></p> <p>4.) <b>Worked in AMC ENGINEERING COLLEGE, Bangalore as PROFESSOR - M.B.A from 1<sup>st</sup> JULY 2013 to 3<sup>rd</sup> MARCH 2022</b></p> <p>5.) <b>Worked in S.V.R COLLEGE OF COMMERCE AND MANAGEMENT STUDIES, Bangalore as PROFESSOR &amp; H.O.D – M.B.A Department from 7<sup>th</sup> MARCH 2022 to 31<sup>st</sup> October 2023.</b></p> <p>6.) <b>Presently working in R.L JALAPPA INSTITUTE OF TECHNOLOGY, Doddaballapur as PROFESSOR &amp; HEAD – M.B.A Department since 2<sup>nd</sup> NOVEMBER 2023 to Till Date</b></p> <p>a.) <b>Papers Presented in the National &amp; International Conferences: 15</b></p> <p>b.) <b>Papers Published in the National &amp; International Journals: 20 Journals with ISSN Numbers and Journals having Impact Factor.</b></p>
<b>DECLARATION</b>	<p><b>I HEREBY DECLARE THAT ALL THE ABOVE SAID INFORMATION IS TRUE TO THE BEST OF MY KNOWLEDGE AND I REQUEST YOU TO KINDLY DO THE NEEDFUL AND OBLIGE.</b></p>

**YOURS SINCERELY**

**Dr. H.S ADITHYA**