


<b>Faculty Name</b>	<b>Mr. Ganesha K S</b>	
<b>Designation</b>	<b>Assistant Professor</b>	
<b>Educational Qualification</b>	BBM, MBA(Marketing & HR)	
<b>Experience in Years</b>	6 years	
<b>Area of Interest</b>	Marketing and HR	
<b>Email Id</b>	ganeshaks@gmail.com	

## MEMBERSHIP OF PROFESSIONAL BODIES

1. Member of International Safety Quality Environment Management Association (ISQEM), UK
2. Member of Internet Marketing Association (IMA), India Chapter.

## PUBLICATIONS AND CONFERENCE

### National Conference:

- Ganesha KS, Brijesh Singh, “**Advertisement- A change of Buying Decision of Parents**”, National Conference on Innovation for Growth, Sustainability, Inclusion and preservation, T John College, Bangalore, Nat. Conf. Karnataka, 2016 (Jun 2016). © T John College.

### National/ Online Journal:

- Ganesha K S, “**Creative Retention Strategies**,” in INDIANMBA.COM, 2013© INDIANMBA.COM.

### International Journal:

- Ganesha K S, “**Study of Human Resource Accounting Practices**,” IOSR Journal of Business Management, Volume 17, Issue 1.Ver. III (Jan. 2015), PP 22-24, e-ISSN: 2278-487X, p-ISSN: 23197668
- Ganesha K S, Santhosh K V, “**Trends in Wage Negotiations - A study with reference to manufacturing companies**,” Sangrahana Refereed International Journal, DOMS –DSCE, Volume 5 , Issue 1 ( Dec 2015). PP 29-354, ISSN:09757724

### ACTIVITIES:

1. Actively involved as coordinator in reception committee at **International conference** held at DSCE on 2013
2. Organized workshop on **Train the Trainers in Entrepreneurship Development**, sponsored by **Ni-MSME** at DSCE on November 2014
3. Attended Workshop on **Strategies for Technology Commercialization** conducted by **NRDC** on 18th May 2015.
4. Participated in the **Faculty Development Programme on People Management Using Blended MOOCs in Management Education** conducted by **IIM-Bangalore** on 13<sup>th</sup> February 2016
5. Conducted Workshop on **MBTI, Coaching and Developing Staff** for 1<sup>st</sup> semester MBA students of DSCE on 3<sup>rd</sup> June 2016

6. Participated in the **Faculty Development Programme on Managerial Economics Using Blended MOOCs in Management Education** conducted by **IIM-Bangalore** on 8<sup>th</sup> July 2016
7. Attended conclave on '**Crafting India's Sustainability Growth Model – How not to Follow China or the West**' held on 11th June 2016 at **IIM-Bangalore**.
8. Participated in the One day **Faculty Development Programme on Research Methodology and Hypothesis Formulation** conducted by DSCE-Bangalore on 4<sup>th</sup> August 2016
9. Participated in the three days **Faculty Development Programme on Data Driven Decision Making in Management** conducted by DSCE-Bangalore from 22nd to 24th September 2016.
10. Participated in the **Two day Faculty Development Programme on Research Design and Statistical Analysis Using SPSS** conducted by DSCE-Bangalore from 28th to 29th Nov 2016.
11. Faculty coordinator for Intercollege Quiz competition **Battle of Brains** at DSCE on 15<sup>th</sup> November 2016
12. Faculty coordinator for **HR Conclave** at DSCE on 23<sup>rd</sup> November 2016