


Faculty Name	Dr. HEMALATHA K G	
Designation	PROFESSOR & HOD	
Educational Qualification	B.Pharm, MBA., M.Phil., PhD	
Experience in Years	20years	
Area of Interest	Marketing	
Email Id	hod-mba-vtu@dayanandasagar.edu	

International/National Journal Publications:

1. A review on models of learning organization, Asian Journal of Management; 8(1):112-116, March 2017.
2. A Review on Business Excellence Model'', Asian Journal Management,7(3), July-September, 2016.
3. Challenges of Organised Food and Grocery Retailing" Gitam Journal of Management,vol.12(1),Jan-March 2014."Challenges of Organised Food and Grocery Retailing", Mustang Journal of Management & Marketing, v. 3,2013.
4. Challenges of Organised Food and Grocery Retailing at Gitam Journal of Management, vol.12(1), Jan-March 2014.
5. Literature review on prospects of organised retail in India at Erudition- Albertian Journal of Management, July 2013.
6. Foreign Direct Investment in Indian Retail- A Boon to Indian Economy at Journal-Quest- Journal of Management & Research, Dec'2012.
7. Prospects of Organised food and grocery retailing in India by Classical Delphi Technique at Asia-Pacific Marketing Review, Dec'2012
8. Trends in Organised food and Grocery Retail- A Comparative study at Prabhandan, Vol.2 (2), October'2012.
9. Regulatory Affairs on Organised Retail in India at SURVEY, Vol 52 (1 & 2), June, 2012
10. Impediment in the Growth of Organized Food and Grocery Retailing in India at International Journal for Management Research and Engineering'', ISSN 2278- 1013, vol.1, Issue 1, April, 2012(Listed in Cabell's Directories, Ulrichs)
11. Historical trends in organized food and grocery retail-similarities& Differences at ELK Asia Pacific Journal of Marketing & Retail Management, January 2012, Vol.3, Issue1, ISSN-0976-7193 (Listed in Cabel's Directory).

12. Historical Perspective of Organised Food and Grocery Retailing at JM International Journal of Marketing, ISSN 2230-701X (Vol-1, Issue-6), September' 2011(Listed in Cabell's Directories, Ulrichs, Index of Copernicus, and Gemonics).
13. An Empirical Assessment of Service Quality Dimensions in the Indian Retail Sector at Journal of Business and Retail Management Research, Vol.4, April 2010, ISSN 1751- 8202, London School of Management, Listed in Cabell's Directory (International Journal)
14. Mall Visit Behavior of Older Generation Y Consumers at Serbian Journal of management, 4 (2), 2009, 137-282, ISSN 1452-4864 (Serbia) - (International Journal)
15. Mall Visit Behavior of Older Generation –Y Consumers at 'Gyan Management', International Bi-annual refereed Journal of management& Technology, vol.3, issue 2, (Jul- Dec 2009). ISSN 0974-7621
16. Shopping Behavior in Malls in Bangalore City at SONA Journal of Marketing Research, Vol.1, issue 2, July 2009.ISSN 0974-5890.
17. A study on consumer choice of organized and unorganized pharmacy at Velammal Journal of management and IT Research-Samridhi, Issue 2, 2009-10.
18. Shopping Behavior in malls in Globalized economies at IIM-A conference on Marketing Paradigms for Emerging Economies Indian Institute of Management, Ahmedabad, Jan 2009.
19. Indian Pharmaceutical Industry in the WTO Regime: Issues and Prospects at Indian Institute of Management, Kozhikode, Dec 2008.
20. E-Retailing Boon or Bane at International conference at Faculty of Management Studies, Gurukul, Kangri University, Haridwar, Sep 2008.
21. Challenge of Managing Perishable goods in retailing & Strategy by RFID-A case of Sainsbury at Punjab College of technical education, Ludhiana in the International conference on Business Challenges & strategies in emerging global scenario, May 2008.
22. The Role of Culture in Multinational Context at Voorhees College, Vellore in the UGC sponsored seminar on organizational values, Vision & Culture, April 2008.
23. Retail complexity –A IT solution-RFID at Dayananda Sagar College of Engineering on Oct'2007, National Seminar-Managing Firm Digitally.

Presented in Conference

1. “Shopping Behavior in malls in Globalised economies presented at 3rd IIM-A conference on Marketing Paradigms for Emerging Economies **Indian Institute of Management, Ahmedabad**, Jan 2009.
2. “Indian Pharmaceutical industry in the WTO Regime: Issues and Prospects” presented at **Indian Institute of Management, Kozhikode**, Dec 2008.
3. “E-Retailing Boon or Bane” presented at an international conference at Faculty of management studies, **Gurukul Kangri University**, Haridwar, Sep 2008.
4. “Challenge of Managing Perishable goods in retailing & Strategy by RFID-A case of Sainsbury” presented at **Punjab College of technical education**, Ludhiana in the International conference on Business Challenges & strategies in emerging global scenario, May 2008.
5. “The Role of Culture in Multinational Context” presented at **Voorhees college**, vellore in the UGC sponsored seminar on Organisational values, Vision, & Culture held on April 2008.
6. “Retail complexity –A IT solution-RFID”, presented at **Dayananda Sagar College of Engineering** on Oct’2007 the national seminar-Managing Firm Digitally.
7. **Conference proceedings**-A review on models of learning organisations, NCISM-2016, DSCE.

Resource Person for FDPs

1. The two-day FDP on Research Design and Statistical Analysis using SPSS on 28th & 29th November 2016 at Department of Management Studies, Dayananda Sagar College of Engineering.
2. Three days FDP on Data Driven Decision Making in Management on 22nd to 24th September 2016 at Department of Management Studies, Dayananda Sagar College of Engineering.
3. FDP on Research Methodology and Hypothesis Formulation on 4th August 2016 at Department of Management Studies, Dayananda Sagar College of Engineering.

Academic Development- MDP/FDP/ Business Summit

1. Attended CFO conference conducted on 15th December 2016 by Confederation of Indian Industry (CII) at Hotel Le Meridien, Bangalore.

2. Attended two day CII 6th Edition: Brand Summit - “Branding@Future_Foward” held on 21 & 22 October 2016 – Hotel Vivanta By Taj, Bangalore.
3. Master class on Retail Analytics at IIMB on 8th October, 2016.
4. Marketplace entrepreneurship Training: Train the trainer program – International simulation workshop conducted by NEN on 16 & 19th March, 2015 at DSCE.
5. Mentoring Skill finishing School work shop conducted by NEN on 19 & 20th December, 2014 at DSCE.
6. ‘Successful Business and Sales Strategies for Green Products and Solutions’ workshop at Emergent Institute on 23 & 24th May, 2013.
7. Orientation to entrepreneurship education by NEN, July,2012
8. Training of Trainers of Entrepreneurship program by MSME at DSCE, February, 2012.
9. Research methods workshop using SPSS at IFIM Business School, August 2009.
10. Faculty Development program on SPSS at Surana College of Management Studies, Bangalore.
11. Empowered leadership program at CIL, Dayananda Sagar Institutions, 2007.
12. Psychometrics-What is it? At NHRD Bangalore Chapter, March, 2007.
13. Management Development Program on **Strategic Management Foundation Course** at Indian Institute of Management, Bangalore. (IIMB), December 2006(one Week).