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| Faculty Name | Mrs. Roopa U |  |
| Designation | Assistant Professor | |
| Educational Qualification | B.Sc, MSc, M.Phil ,MBA (Marketing) | |
| Experience in Years | 13 years | |
| Email Id | roopatani@gmail.com | |

List of Publications:

Journals:

1. Roopa U, Sandesh Jain, “**A study on use of social media and promotion through it: a Customer perspective**”, International journal of Management And Social science Research Review, Vol 1, Iss 17, 2015 Nov, ISSN: 2349-6746.
2. Roopa.U, “**A study on perception of Bangalore public on Stock Market**”, Proceedings, May 2015, ISBN: 978-93-83241-99-6.

Conferences:

1. Roopa U, Sandesh Jain, “**A study on use of social media and promotion through it: a Customer perspective**”, National Conference on Green computing Technologies, Dayananda Sagar Academy of Technology & Management, Bangalore, 7th may 2015.
2. Roopa.U, “**A study on perception of Bangalore public on Stock Market**”, National conference on Recent trends in Management, KSSEM, Bangalore, 28th may 2015.

Workshop/FDP attended:

1. Participated in the two days FDP on “**Research design and statistical analysis using SPSS**” held at DSCE, Bangalore from 28th & 29th November 2016.
2. Participated in **HR Conclave 2016** conducted on 23rd November 2016 at Department of management studies, DSCE, Bangalore.
3. Resource person for the three days FDP on “**Data Driven Decision making in management**” held at DSCE, Bangalore from 22nd -24th September 2016.
4. Participated in tha National Workshop on Data Analysis for social Sciences organized by Kristu Jayanti college, Bangalore from 31st January to 2nd February.
5. Participated in the workshop Training for Trainers in Entrepreneurship Development from 17-11-2014 to 29-11-2014 at DSCE Bangalore.