



JSS Mahavidyapeetha


JSS Academy of Technical Education
Dr. Vishnuvardhan Road, Srinivasapura post Bangalore 560060
www. Jssateb.ac.in



FACULTY PROFILE

Department: Master of Business Administration

1. Personal Details

NAME	Dr.Chandrakala V. G	
DEPARTMENT	Master of Business Administration	
DESIGNATION	Assistant Professor	
PHONE	9740563022	
EMAILID	chandrakalavg@jssateb.ac.in	
Date of Joining (JSSATEB)	04-09-2006	

2. Experience

Total Experience in Years	Teaching:20 Years	Industry: Nil	Research:10Years
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3. Qualifications

COURSES	SPECIALIZATION	Year of Award	INSTITUTION	UNIVERSITY
B.Sc.,	Chemistry	2000	Sangameshwar College, Solapur	Shivaji University, Kolhapur
M.B.A	Marketing	2002	Hirachand Walchand College of Commerce, Solapur	Shivaji University, Kolhapur
Ph.D.	Marketing-Retail	2019	Bharathiar University, Coimbatore	Bharathiar University, Coimbatore

4. Research & Publications

Papers Published in other Journals	International:08	National:02
Papers Presented in Conferences/Symposium	International:05	National:05

5. Research Guidance

PhDs/Projects Guided	Projects at Master's Level: More than 100
Phd Research Scholars	Presently 3 research scholars are pursuing Ph.D under VTU, Belagavi

6. Publications

i. International Journals

Sl. No.	Title of the paper	Name(s) of Author(s)	Name of the Journal	Volume No. Issue No. Year	WOS / Scopus / Both	Impact Factor	Publisher
1.	Customer perception towards Private Health Insurance in India	Dr. Chandrakala V G,	International Journal of Creative Thoughts (IJCRT)	Vol. 11, Issue- 12, December 2023, ISSN: 2320-2882, Page nos: 882-889	UGC APPROVED	IF: 7.97	
2.	A study on factors influencing the Consumer Buying Behaviour with Reference to organized Apparel Retail Outlets	Dr. Chandrakala V G,	Journal of Innovations in Business and Industry,	Vol. 1, Issue- 02, (2023) Pg : 85-92, doi: 10.6155/2/JIBI.2023.02.005,			Association for Scientific Publishing and Research- ASPUR
3.	"Impact of Capital Budgeting Decision on Profitability of Firm – Selected Listed Automobile Companies in India",	Chandrakala V G,	International Journal of Professional Business Review,	ISSN 2525-3654, Vol- 8, Issue (7), Pg. Nos. 01-12. DOI: https://doi.org/10.26668/businessreview/2023.v8i7.2706			

4.	A study on challenges and opportunities of Online Shopping of Apparels	Chandrakala V G	GIS SCIENCE JOURNAL	Pages.454-459, VOL.9, ISSUE 12, 2022, ISSN:1639-9391, Decemeber 2022,			Publisher:GIS
5.	Impact of Motivational Tools on Employee Morale,	Dr.Chandrakala V.G	International Journal of Engineering Research and Applications(IJERA),	ISSN: 2248-9622, DOI: 10.9790/9622-12128995, Vol. 12, Issue 12, December 2022,			
6.	Managing Supply Chain Performance During COVID-19'	Dr.Chandrakala V.G.& Dr.M.S RangaRaju	International Journal of	Vol:9,Issue:12(1) December 2020	UGC approved	IF:6.61	
7.	'A study on Emerging Value Proposition of Major Apparel Retail Outlets in an Intensive Competitive Environment in Bangalore City	Dr.Chandrakala V.G & Dr.P.V Raveendra	.International Journal of Creative Research Thoughts,	Volume 6, Issue 2 April 2018 ISSN: 2320-2882, Impact Factor: 5.97.			IJPU B L I C A T I O N

8.	The Effect of Retail Store Image Dimensions on Consumers' Purchase Decision	Mrs.Chandrakala V.G Dr.P.V Raveendra	International Journal of Academic Research	ISSN:2348-7666, Volume-4, Issue:2(9), August, 2017	UGC Approved	IF:6.023	Sucharitha Publications
9.	Congruence between store image & social identity and its impact on store patronage	Mrs.Chandrakala V.G Dr.P.V Raveendra	Conference Proceedings	ISBN:978-81-930411-5-4, Vol.1, pg.no.201-203, 2015	-	-	Published by ELK Asia Pacific Journals
10.	Blue Ocean Strategy and Bottom of the Pyramid marketing	Mrs.Chandrakala V.G Mrs.Susheela Devaru	International Journal of Management and Research and Review	IJMMR/July 2013/Volume3/ Issue 7/3080-3086 ISSN:2249-7196	UGC approved	4.96	Society of Scientific Research

ii. Workshops/Conferences Attended

Sl. No.	Name of the workshop/ Conference	Organiser	Date
	WORKSHOPS		
1	One week FDP on Marketing Analytics for Strategic Decisions- A Case based approach	AIMT, Bangalore	24 th -28 th April 2023
2	Two days FDP on Bibliometric Analysis	RVIM, Bangalore	12 th & 13 th Jan 2023.
3	One week Virtual FDP on Advanced Machine Learning Algorithm for Real Time Application using R and Python	R V Institute of Management, Bangalore	1 st to 6 th August 2022
4	One Week MDP on "New Age Start-Ups"	Ramaiah Institute Of Technology, Dept Of Mgt Studies	7 th March 2022-12 th March 2022
5	FDP on New Paradigms of Management Education in Next Normal	Ramaiah Institute Of Technology, Dept Of Mgt Studies	7 th Feb-12 th Feb 2022
6	One Week MDP on "People Management: Managing and Leading	Ramaiah Institute Of Technology, Dept Of Mgt	20 th September-25 th Sept 2021

	During Uncertainties”	Studies	
7	Faculty Development Program on Building Research Capabilities in Management and Social Science	RV Institute of Management, Bangalore	19 th to 25 th July 2020
8	“Fine Tuning Research Planning Using Elsevier tools: Science Direct, Scopus and Mendley”	K.J. Somaiya College Of Science And Commerce, Mumbai	25 th April 2020
9	Industrial Disruptions and Management Education	MSRIT, Bangalore	29.07.2019-03.08.2019
10	Online FDP on Research and E-resources	Don Bosco Institute of Technology, Bangalore	15 th July 2019-20 th July 2019
11	FDP on Analytics using R	Dayanand Sagar Institute Of Management Studies	28 th June 2019–2 nd July 2019
12	Changing Paradigms in Management & Research	MSRIT, Bangalore	01.01.2018-06.01.2018
13	Blended Learning Pedagogy using MOOCs	IIMB, Bangalore	22-07-2017
14	FDP on “Pedagogy for Teaching Marketing Management: The Case Method”	RVIM	29 th Oct 2015
15	Participated FDP on Marketing is Dead! Long Live Marketing	Jain University	21 st Jan 2015
16	Participated in one day Marketing Conclave on “Business and Marketing Mega Trends”	PES Institute of Technology, Bangalore	Sept 21, 2013
17	Workshop on “Pedagogy for Revised First semester MBA subjects”	PES Institute of Technology, Bangalore	13 th Oct 2012.
18	Case writing and Analysis at Surana College on 3 rd Nov 2010		
19	National Seminar on Understanding Indian Consumer	AMC	4 th Sept 2009
20	‘National Workshop on Business Research-Relevance and Applications’	Cambridge Institute of Technology in association with VTU, Belgaum and BMA, Bangalore	13 th March 2009 at

21	One week short term training programme AICTE –ISTE sponsored STTP on ‘Paradigm Shift in HRM’	BIT, Bangalore	9-13 June 2008
22	3 Day programme on ‘Faculty Awareness Camp on Entrepreneurship(FACE)’	Bangalore Institute Of Technology, Bangalore	14-16 June 2008
23	National Seminar on “Innovation for Excellence”	The Oxford College of Engineering	19 th Nov 2008
24	One day Faculty development program on Strategic Brand Management	Dayanand Sagar College of Management & Information Technology	19 th Dec 2008

CONFERENCES			
1.	Congruence between store image & social identity and its impact on store patronage	International Conference organized by RNS Institute of Technology, MBA Dept, Bangalore	29 th &30 th April2015
2	Brand image &self image congruency on brand preferences	National Conference organized by M.S Ramaiah Institute of Technology, Department of Management Studies, Bangalore	7 th -9 th May2015
3	The Effect of Retail store image Dimensions on Consumer Purchase Intention	International Conference Organized by University of Mysore	28 th &29 th August2017
4	Foreign Direct Investment in single brand, multi-brand retail and E-commerce.	National Conference at M.S.Ramaiah Institute of Technology, Department of Management Studies, Bangalore.	4 th &5 th January2019
5	Green Marketing in India: Opportunities & Challenges	National Conference at MSRIT on "Green Economy & Sustainable Development Challenges &Issues"	7 th &8 th June2019
6	India's Foreign Policy-Issues & Challenges	National Conference on "STRATEGIC FOREIGN RELATIONS FOR SUSTAINABLE TRADE"	9th& 10thJan2020.

iii. Workshops /Conference(Organised)

Sl. No.	Name of the workshop/ Conference	Organised by	Date	Role
1	FDP on Capacity Building for JSS Technical Institution Principals	JSSATE-B	30 th June 2023 & 1 st July 2023	Organizer&
2	Workshop on Capacity Building for JSSATEB -HODs,Professors and Associate Professors	JSSATE-B	Date:10 th &11 th Nov2023. Place:JSSATE-B,Library Seminar Hall	Coordinator
3.	National Conference on“ Paradigm Shift in Management & Technology-Opportunities & Challenges”	Department of Management Studies, Bangalore	14 th October 2011	Organizer& Coordinator
4	Emerging Technologies	WORKSHOP	15 th & 16 th Feb 2022 -02 DAYS	57

5.	NEP 2020:Touching the Iceberg”	FDP: Resource Person: Dr.Basavraj Benni	9 th September 2022	70 faculty – JSSATEB
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7. Details of NPTEL/ COURSERA courses completed

Sl. No.	Name of the subject	Organised by	Date of completion/Award	Grade / Marks
1.	Innovation Business Models and Entrepreneurship	NPTEL	Oct 2019	Successfully Completed
2.	Marketing in a Digital World	Coursera	July 2020	Successfully Completed

RESEARCH&DEVELOPMENTACTIVITIES:

#	Project title	Grants received (Rs.)	Principal/ Co-Principal Investigator	Status of the Project (Partiallycompleted / Completed)
1.	Competency Gap analysis for Teaching and Learning Excellence in context of New Education Policy-A case of Business School faculty in Karnataka.	Proposal submitted to AICTE –RPS scheme	PI:Dr.M.S Ranga Raju Co-PI:Dr.Chandrakala V.G	Submitted

Books authored:

Name of the Chapter	Authors	Year	Publisher
COVID-19 and its Impact	Dr. ChandrakalaV.G	2020	ESN Publications

Ph.D Guidance:

- I have been recognized as a Research Guide in Management in VTU.
- Presently, three Research Scholars have been registered for Ph.D,VTU, Belagavi.

MEMBERSHIPOFPROFESSIONALBODIES:

Professional body :Association of Indian Management Schools

OTHERCONTRIBUTIONSINTHEAREAOFRESEARCH

Editorial Board Member for International Journal Of Academe and Research

7. ACHIEVEMENTS&RECOGNITION:

- Appointed as a BOE members for Management for the year2021-22
- Appointed as External DCS for VTU theory examinations in the year 2020-21,2016-17,2014-15

- Appointed as External Examiner for Viva Voce examinations at PES University, Dr. Ambedkar Institute of Technology, M.S. Ramaiah Institute of Technology
- Appointed as Paper setter at PES University, Dr. AIT, MSRIT.
- Invited as a Session chair for the 4th National Conference ESPLORO-2023 at RNSIT, Bangalore held on 28th August 2023.

8. Any other information you will like to share about your professional experience

- Organized and Coordinated for the Intercollegiate Management Fest “ADRISHT” in 2022, 2015, 2012
- Organized National Conference on “Paradigm Shift in Management and Technology” in 2011.
- Coordinated for Guest lectures, Meet the CXO, Meet the Alumni and many such activities at the department level.
- Coordinated for organizing Alumni Meet and Department Alumni Coordinator
- Appointed as Internal DCS for conduction of SEE exams during Jan 2023.
- Recognized as a Research Supervisor by VTU, Belagavi in 2021.
- Coordinated For Industrial visits and Industrial Tours

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