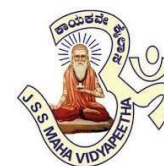





**JSS Mahavidyapeetha**  
**JSS Academy of Technical Education, Bengaluru**  
**Department of MBA & Research Centre**



**FACULTY PROFILE**

**1. Personal Details**

NAME	Dr. Lathamani B	
DEPARTMENT	<b>Master of Business Administration</b>	
DESIGNATION	<b>Associate Professor</b>	
PHONE	<b>9591488284 / 9844176504</b>	
EMAIL ID	<a href="mailto:lathamani@jssateb.ac.in">lathamani@jssateb.ac.in</a>	
TEACHING EXPERIENCE	<b>19 years</b>	
INDUSTRY EXPERIENCE	<b>Nil</b>	
RESEARCH EXPERIENCE	<b>10 years</b>	

**2. Qualification**

COURSES	SPECIALIZATION	INSTITUTION	UNIVERSITY
<b>PhD</b>	<b>Business Administration</b>	<b>JSSATEB Research Centre</b>	<b>VTU</b>
<b>M.Phil</b>	<b>Management</b>	<b>SLN Correspondence College</b>	<b>Periyar University</b>
<b>MBA</b>	<b>HRM</b>	<b>GAT</b>	<b>VTU</b>
<b>M.Com</b>	<b>Costing &amp; Taxation</b>	<b>Govt RC College of Commerce</b>	<b>BU</b>
<b>B.Com</b>	<b>Finance</b>	<b>SJR College for Women</b>	<b>BU</b>
<b>PUC</b>	<b>Commerce</b>	<b>Basaveshwara P U College, Vijayanagar, Bengaluru</b>	<b>Karnataka PU Board</b>
<b>SSLC</b>	<b>Karnataka State Board syllabus</b>	<b>Basaveshwara High School, Vijayanagar, Bengaluru</b>	<b>Karnataka SSLC Board</b>

**3. Membership of Professional Bodies: Lifetime Membership of Association of Indian Management School**

**4. Awards: Nil**

**5. Publications (Journals)**

Sl. No	Title of the paper	Name of Author	Name of the Journal	Volume No. IssueNo. Year	WOS / Scopus / Both	Impact Factor	Publisher
1	Application of Altman's Z Score Model to assess the Financial stability	<b>Latha mani B</b>	Gazi University Journal of Science	Volume 34, Issue 2, 2021	Scopus	0.49	Gazi University
2	Assessment of Profitability of small and medium FPE listed in BSE, India with reference to MSMED Act, 2006	<b>Latha mani B</b>	Journal of Business and Management	Volume 19, Issue 1, 2017		3.52	IOSR
3	Application of Du-Pont Model for Measuring Financial Performance of BSE Listed Select Food Processing Industries in India'	<b>Latha mani B</b>	Journal of Banking, Finance and Insurance Management	Volume 1 Issue 1 2017			Mantech Publications
4	Assessment of Profitability of Small and Medium Food Processing Enterprises listed in BSE, India with reference to MSMED Act, 2006	<b>Latha mani B</b>	International Journal of Academic Research	Volume 4 Issue 2(6) 2017		6.023	International Journal of Academic Research
5	A comparative study of Liquidity Analysis of Britannia and Nestle during the Industrial Policy 2009-14	<b>Latha mani B</b>	EPRA International Journal of Multidisciplinary Research	Volume 2, Issue 2, 2016		5.14	EPRA International Journal of Multidisciplinary Research
6	A Study on Financial stability of select Food Processing Industries in India using Altman Z score Model with reference to Industrial Policy 2009-14	<b>Latha mani B</b>	EPRA International Journal of Multidisciplinary Research	Volume 2, Issue 2, 2016		5.14	EPRA International Journal of Multidisciplinary Research

## 6. Grants/Funding Received:

Consultancy work: “Organisational Evaluation of JSSTICE”

## 7. Others: Workshops / Conference (Orgained/Attended)

### 6.a. Workshops / Conference organized):

1. organized and conducted a National Conference on “Innovative Management Strategies to tackle Global Economic Crisis – India’s Preparedness”, 14<sup>th</sup> June 2013.
2. Coordinator for Intercollegiate Management Fest 2k16-17
3. Coordinator for Intercollegiate Business Quiz as admission promotion activity for the year 2021-22.

### 6.b. Conference Attended (those sponsored by AICTE / ISTE/IETE/TEQIP or any other sponsoring body)

Sl. No.	Name of the workshop / Conference	Organiser	Date
1	AICTE sponsored STTP on Entrepreneurship Development	PSGR Krishnammal College for Women, Coimbatore	17-21, 24 <sup>th</sup> Aug 2020

### 6.c. workshop/ Seminar /Conference Attended (those NOT sponsored by AICTE / ISTE/IETE/TEQIP or any other sponsoring body)

Sl. No.	Name of the workshop / Conference	Organiser	Date
1	International Conference on Neoteric Advances in Commerce, Management & Social Sciences	Dayanand Sagar College of Arts, Science & Commerce	21 <sup>st</sup> & 22 <sup>nd</sup> January, 2021
2	5 <sup>th</sup> International Conference on Challenges & Opportunities for Sustainable Rural Development, University of Mysore	University of Mysore	28-29 <sup>th</sup> August 2017
3	National Conference on Convergence of Sciences, Technology and Management NCCSTM-2017	Dayananda Sagar Academy of Technology Management	19 <sup>th</sup> May 2017
4	National Symposium	RJS Institute of Management Studies	11 <sup>th</sup> January 2017
5	National Conference on Convergence of Science, Technology & Management	Dayanand Sagar Academy of Technology & Management, Bengaluru	5 <sup>th</sup> May 2016
6	National Conference on Research in Information Technology & Management	Global Institute of Management Sciences in association with TalenTap	31 <sup>st</sup> May 2016
7	Managing Business Competitiveness through Technology, Innovation and Big Data	Acharya Bangalore B School, Bangalore,	17-18 <sup>th</sup> December 2015

8	International Conference on Contemporary Issues & Innovations in Global Business, Management, Economics, Tourism and Information & Communication Technology	RDA in collaboration with Rajasthan Chamber of Commerce and Industry, Jaipur	26-27 <sup>th</sup> Nov 2015
9	International Conference on Challenges and Opportunities for Developing Sustainable RUBAN Society	Dayananda Sagar Business Academy, Bangalore.	13-14 February 2015
10	Workshop on 'Pedagogy for Revised syllabus of First Semester MBA Subjects	VTU	13 <sup>th</sup> Oct 2012
11	Workshop on 'Research Methodologies & Latex	VTU	29 <sup>th</sup> to 31 <sup>st</sup> June 2008
<b>Faculty Development Programmes</b>			
1	Basic Excel to Advanced Excel	Silicon City College of Management & Commerce	May 30 to June 30, 2021 (10 days)
2	Achieving Excellence in higher education institutions through Lean Management tools	ISBR digital Academy, Bengaluru	29 <sup>th</sup> June to 3 <sup>rd</sup> July 2020
3	"People Management: Managing and Leading during uncertainties"	Ramaiah Institute of Technology	20 <sup>th</sup> to 25 <sup>th</sup> September, 2021
4	Data analysis using R Programming & Predictive Modeling	JSSATEB	23-27 <sup>th</sup> July 2018
5	FDP on analytics Using R Studio	Dayananda Sagar Academy of Technology & Management	28 <sup>th</sup> June to 3 <sup>rd</sup> July, 2019
4	FDP on Building Research Capabilities	R V Institute of Management	19 <sup>th</sup> to 25 <sup>th</sup> July
<b>Certification Courses</b>			
1	NPTEL Online Certification Program on Psychology of Everyone (passed with 77%)	NPTEL	Nov 2021
2	NPTEL Online Certification Program on Leadership	NPTEL	March 2022