



Mr. Lakshman K

Assistant Professor

Specialization: Marketing and Entrepreneurship Development

Email: lakshman@cms.ac.in

LinkedIn: <https://www.linkedin.com/in/lakshman-33470ab0>

Qualification

- MPhil (Marketing)
- MBA (Marketing)
- BBM (Marketing)
- PhD
(Pursuing on E-Banking Perception on Senior Citizen Customers)

Work Experience - 14 Years

- 2010-Present Assistant Professor - Center for Management Studies Jain (Deemed-to-be University)
- 2008-2010 Lecturer
- 2006-2009 Financial Consultant/Officer in ICICI Prudential Life Insurance Ltd

Courses Facilitated & Taught

1. BBA Marketing Management
2. Entrepreneurship Development
3. Banking and Insurance
4. Strategic Management
5. Banking and Innovation
6. Stock and Commodity Market

Career Summary

Lakshman K has a blend of both, industry and academic experience for more than fourteen years. He is associated with Center for Management Studies, Jain (Deemed-to-be University) for last ten years. He has also worked at reputed financial institution ICICI Prudential Life Insurance as Financial Manager and Financial Consultant for 3 years and as Visiting Faculty, Guest Lecturer, Part-Time Faculty at various educational institutions during his teaching career.

He teaches undergraduate management students in the area of Marketing, Entrepreneurship Development and General Management subjects. He is presently pursuing PhD in Business Administration from Annamalai University, Tamil Nadu.

He has also presented papers in several National and International Conferences and also got them published in Scopus, UGC Care listed and peer-reviewed Journals.

Research Interests

Marketing, Banking services, Consumer Behaviour

Research Publications

S.N	Title of Paper	Journal Name	Impact Factor	ISSN	Scopus Indexed	Year
1	A Conceptual Framework on Review of Quality of e-Banking Services towards Senior Citizen's Buying Behaviour	International Research Journal of Management and Commerce	5.564	2348-9766	No	2018
2	Influence of e-Banking Services on Senior Citizens	International Education and Research Journal	5.564	2454-9916	No	2018

- 7. Business Regulation
- 8. MBA Strategic Management
- 9. Marketing Management

Member on Committees / Editorial Boards

- Time Table Committee: 2013-2014, 2015
- Conference Committee: 2019 - 2020

Professional Memberships

-NIL-

3	Buying Behaviour: An Empirical Study in Bangalore, India					
	Acceptance of E-Banking Technology by Senior Citizen	Journal of Emerging Technologies and Innovative Research	5.87	2349-5162	No	2019
	Influence of E-Banking Services on Senior Citizens Buying Behaviour	Empyreal Publication House	4.87	2978-81-939070-4-7	No	2018
	Senior Citizens Experience with E-Banking Services	International Journal of Advance and Innovative Research	7.36	2394-7780	No	2019
	A study on Dynamics and Challenges on Traditional Banking and E-Banking Services Among Senior Citizen's at Bangalore City	International Journal of Advanced Trends in Computer Science and Engineering	10.14	2278-3091	Yes	2019
	A Perception on E-Banking Services towards Urban and Rural Educated Senior Citizens	Academy of Humanity and Social Science	6.86	2319-829X	No	2019
	A Study on Growth of Digital Payment System Among Senior Citizen's in Selected Areas of Rural Bangalore	Studies in Indian Place Names (SIPN)	6.3	2394-3114	No	2020
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Articles / Case Studies

-NIL-

Consultancy / Projects

-NIL-

Books / Chapters

S.N.	Title of Book	Publisher	ISBN
1	Banking Innovation and Operation	Skyward Publication	9789386442789

Activities

- Major Project Co-ordination for final year BBA Students
- Organising Committee Member for National conference at Jain University- CMS, March 2019
- Organising Committee Member for International Conference Jain University- CMS, July 2020

Recognition / Awards

- Research Award
Best Paper Award, Annamalai University, March 2019

Seminar/ Conferences Attended

International and National Conferences:

S.N.	Title of Conference	Institute Full Name & Location	Paper Presented	Year
1	Emerging Trends in Business and Finance	Center for Management Studies, Jain (Deemed-to-be-University), Bangalore	Senior Citizen's Experience with E-Banking Services	2019
2	International Conference on Advanced Trends in Computer Science and Technology	Siddhartha Institute of Technology, Hyderabad	A study on Dynamics and Challenges on Traditional Banking and E-Banking Services Among Senior Citizen's at Bangalore City	2019
3	Application of Analytics in Business Reengineering	Christ University, Bangalore	A Study on Growth of Digital Payment System Among Senior Citizen's in Selected Areas of	2020

			Rural Bangalore	
4	National Online Conference on Emerging Trends and Paradigm Shifts in Social Sciences-ETPSSSIC 2020	Mother Teresa University-Kodaikanal. Tamil Nadu	The Impact of Service Quality and Customer Satisfaction on Senior Citizen's Customer Loyalty in E-Banking at Bangalore City	2020