



## Dr. Roopa KV

Assistant professor

**Specialization:** Marketing

**Email :** [dr.roopa\\_kv@cms.ac.in](mailto:dr.roopa_kv@cms.ac.in)

**LinkedIn :** [linkedin.com/in/dr-roopa-k-v-131938189](https://www.linkedin.com/in/dr-roopa-k-v-131938189)

### Qualification

- Ph.D.,**  
 Karnataka State  
 Akkamahadevi  
 Women's University,  
 Vijayapur  
 2015 - 2021
- KSET Qualified**  
 September 2020
- MBA (Marketing)**  
 Dr. Ambedkar  
 Institute of  
 Technology, VTU  
 2011 - 2013  
 75% (FCD)
- BBM**  
 Seshadripuram  
 Academy for  
 Business Studies,  
 Bangalore University  
 2008 - 2011  
 74% (FC)

### Work Experience

#### 6.5 Years

- Koshys Institute of  
 Management  
 Studies, BU**  
 Asst Professor, Dept  
 of MBA  
 Nov 2019 - April  
 2021
- Koshys Institute of  
 Management  
 Studies, BU**

### Career Summary

I am an aspirant professional with 6 plus years of teaching experience at UG and PG level to Management students. I am specialized in Marketing Management and my subject areas include general management, corporate social responsibility and green marketing. I describe myself as an extrovert personality with good communication skills and enthusiastic to learn, research, experiment and implement. I always want to work in a competitive environment with challenging assignments that shall yield the twin benefits of job satisfaction and a steady-paced professional growth with accomplishment of organizational and personal goals.

### Research Interest

Marketing

### Research Publications

SL.N O	Title of the paper	Journal	Impact Factor	ISSN	Scopus Indexed	Year	Link
1	The Influence of social media: A Special Emphasis on Online Buying Behavior of Millennial's in Bangalore	International Journal of Social Science and Economic Research	5.156	2455-8834	No	Feb-2019	<a href="https://ijsser.org/files/2019/ijsser_04_57.pdf">https://ijsser.org/files/2019/ijsser_04_57.pdf</a>
2	Tourism and social media: Special emphasis on the choice of travel destination by millennials in Bangalore	International Journal of research and analytical Review	3.215	2349-5138	No	March-2019	<a href="http://ijrar.org/viewfull.php?&amp;p_id=IJRAR19J3694">http://ijrar.org/viewfull.php?&amp;p_id=IJRAR19J3694</a>
3	A Study on Consumer Travel Perception with reference	International Journal of Emerging Technology and	7.25	2349-5162	No	June-4 2019	<a href="https://www.jetir.org/view?paper=JETIR1906Y89">https://www.jetir.org/view?paper=JETIR1906Y89</a>

Asst Professor, Dept of BBA & B.COM  
Jun 2016 – Nov 2019

- **New Baldwin international residential college, BU**

Asst Professor, Dept of BBA & B.COM  
Dec 2015 – Jun 2016

- **East Point College for Higher Education, BU**

Asst Professor, Dept of BBA & B.COM  
May 2014 – May 2015

**Courses Facilitated & Taught**

**MBA**

1. International Marketing Strategy
2. Strategic Management
3. Service Marketing & Retail Mgmt.
4. Cooperative Management
5. Communication Skills

**BBM**

1. Entrepreneurship Management
2. International Business
3. Business Research Methodology
4. Human Resource Management
5. Service Management
6. Consumer Behavior
7. Retail Management.
8. Advertising & Media Management

	to Online Ticket Reservation in Bengaluru, India	Innovative Research					
4	Green consumerism: A special Emphasis on purchase behavior towards Eco-Friendly products in Bengaluru	International journal of Recent technology and Engineering	1.0	2277-3878	Yes	March-20	<a href="https://www.jetir.org/papers/JETIR1906Y89.pdf">https://www.jetir.org/papers/JETIR1906Y89.pdf</a>
5	Restaurants in pocket: digitalization and food ordering in Bangalore	International journal of Recent technology and Engineering	1.0	2277-3878	Yes	March - 20	<a href="https://www.ijrte.org/wp-content/uploads/papers/v8i6/F8395038620.pdf">https://www.ijrte.org/wp-content/uploads/papers/v8i6/F8395038620.pdf</a>
6	One tap shopping: Impulsive Fashion and apparel Buying Behavior	International journal of Recent technology and Engineering	1.0	2277-3878	Yes	Sept - 20	<a href="https://www.ijrte.org/wp-content/uploads/papers/v9i3/C4368099320.pdf">https://www.ijrte.org/wp-content/uploads/papers/v9i3/C4368099320.pdf</a>

**Articles / Case Studies**

NIL

**Consultancy / Projects**

NIL

**Books / Chapters**

NIL

## B.COM

1. Banking Law and Operations
2. Entrepreneurship Development Program
3. PR and Corporate Communication.
4. Retail Management

### Member on Committees / Editorial Boards

#### Committees

- Editor, Experiential Learning Capsules for MBA -KIMS (2020-21 April)
- Editor, Newsletter KIMS (2021)
- Event Coordinator KIMS (2017-2019)
- Counselling Committee member KIMS (2019)

### Professional Memberships

NIL

## Activities

- Event Coordinator at KIMS
- Chief Editor for Experiential Learning Capsule at KIMS
- Chief Editor for Newsletter – Lakshya, KIMS
- Data analysis using SPSS and AMOS
- Research and article writing
- Content writing for website and reports
- Anchoring and corporate video Face

## Recognition / Awards

- 100 % academic excellence award for the subject Retail management, cooperative management, Communication skills and marketing management in MBA results At KIMS
- Worked as an Event coordinator at KIMS.
- Worked as a department coordinator for BBA at KIMS
- Winner of Koshys Management award 2020 for the contribution towards KIMS
- Topper of PhD entrance exam in 2015 at KSAWU
- Best outgoing student of the batch 2008 by SABS

## Seminars and Conferences Attended

SL. NO	Seminar/Conference	Organiser	Title	Year
1	Conference on "Emerging trends in information technology in today's business scenario	Koshys Institute Of Management Studies	A conceptual study on consumer behaviour towards E-Tailing	2016
2	Conference on Innovative management practices towards business excellence	Koshys Institute Of Management Studies	A study on determinants affecting consumer behaviour towards greenvend in India	2019
3	Conference on Innovative management practices towards business excellence	Koshys Institute Of Management Studies	Impact of digitalization on online food ordering in Bangalore	2019

## Activities /Workshop/Seminar /FDP

SL.NO	Activity	Title	Year
1	Workshop	Research methodology and statistical Analysis	2015
2	Workshop	Application of statistical tools in social sciences and business research with SPSS	2015
3	National Seminar	Digital Practices: An emerging tool to transform India	2018

4	Faculty Development program	Case study analysis and innovative management practices	2018
5	Workshop	Outcome based Education	2018
6	Faculty Development program	Research made easy with SPSS	2018
7	Faculty Development program	Research and Data Analytics	2018
8	Faculty Development program	Research and E-resources	2019
9	Faculty Development program	Teaching and learning methods	2019
10	Workshop	Application of statistical Tools in Research	2019
11	FDP By EDII	Entrepreneurship	2019
12	Faculty Development program	Flipped learning	2019
13	Personality Development Workshop	Personality development by Alok keshri	2019
14	Faculty Development program	LEAP	2021
15	Webinar	Application of SPSS and AMOS	2021

**Online Certifications and Webinars**

**NIL**