



Dr. Sachin K Parappagoudar

Assistant Professor

Specialization: Marketing, Service Quality, Services Marketing, Event Management, MIS

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Qualification

- PhD
- MBA
- BCom

Work Experience – 12 Years

- 2021 – Present
Assistant Professor –
Center for
Management Studies,
Jain (Deemed-to-be
University), Bangalore
- 2018 –2021
Course Coordinator &
Research Guide -
Srinivas University,
Mangalore
- 2014 – 2018
Research Scholar -
Kaousali Institute of
Management Studies,
Karnatak University
Dharwad
- 2012 – 2013
MIS Officer - Bharathi
Cement Corp Pvt Ltd
- 2009 – 2011
Process Associate-
IGate Global Solutions
Pvt Ltd. (Now
Capgemini)

Courses Facilitated & Taught

- Management Control Systems
- Management Information System
- Organizational

Career Summary

Dr Sachin K Parappagoudar is currently working as an Assistant Professor at Center for Management Studies, Jain (deemed-to-be) University. He holds a Doctoral degree from one of the reputed universities of India on service quality evaluation. Previously he was Course Coordinator for BBA International Business Course at Srinivas University Mangalore also being a research guide for Faculty of Management. Along with Research, Teaching and Administrative service experience, Dr Sachin has spent close to 4 years in corporate industry. He was associated with BPO and Manufacturing firm post his MBA in Marketing Specialization. He has a few research articles published in National & International UGC approved and Scopus Indexed Journals.

Research Interest:

Marketing, Event Management, Evaluation of Service Quality, Services Marketing, Consumer Resistance to Innovative Products & Human Resources Management.

Research Publications

Si. No.	Title of Research Article Published	Publisher Details	ISSN/IS BN	Scopus Indexed	Year of Publication
1	Wedding Planner as a Career Option	The International journal Research Publication's, Research Journal of social science and Management.	2251-1571	No	2016
2	A Study of Wedding Industry in India	The International Journal Research Publication's, Research Journal of social science and Management.	2251-1571	No	2017
3.	A Study on Event Management Industry in India	'Chanakya' – Journal of Political Science A Referred, Bi Annual, Peer Reviewed Journal, Department of Political Science, Karnatak University, Dharwad	2348-8298	No	2018
4.	A Study on Factors Influencing Wedding Quality by Using Model Developed by Haywood Farmer's Evaluation of Service Quality	Educational Research Multimedia & Publications, International Journal of Management Studies.	2249-0302	No	2018
5.	A Study on Demographic Factors and Customer	Pranamy Education Foundation Publication's, ECOMAN, Collection of	978-81-938339-5-7	No	2019

- Behavior
- Microeconomics
- Human Resource Management
- Marketing Management
- Productions Operations Management
- Pre Placement Activities
- Soft Skills
- International Company Analysis
- Competency Mapping
- Brand Management
- Indian Economy and Business Environment
- Fundamentals of Management
- Legal Aspects of Business
- Product and Brand Management
- Team Work and Cross Cultural Leadership
- International Business Environment
- Fundamentals of Foreign Trade
- Intellectual Property Rights
- Business Research Methods
- Conflict Management

	Satisfaction	Research articles on Economics, Commerce and Management.			
6.	Intention to Use the Wearable Technology and Factors Influencing the Adoption	Journal of critical reviews (JCR)	2394-5125	Yes	2020
7.	Assessment of Women's Occupational Stress and Its Effect on their Job Performance And Job Satisfaction	IUJ Journal of Management	2347-5080	No	2020
8.	A descriptive analysis on sustainable business Strategy of online food service Industry.	International Research Journal of Modernisation in Engineering and Technology and Science	2582-5208	No	2021
9.	Analysing the approach of Multi-level Marketing and its Demand among Industries	Turkish Online Journal of Qualitative Inquiry (TQJQI)	4725-4737	Yes	2021

Articles / Case Studies

Title of Research Article Published	Publisher Details	Year of Publication
SWOC Analysis of Zomato - A Case of Online food delivery services	International Research Journal of Modernization in Engg. and Technology and Science Volume-03/ Issue 03/ March 2021 e ISSN 2582-5208	2021

Member on Committees / Editorial Boards

Committees

- BOE Chairman - Srinivas University (2019)
- BOS and BOE Member - Srinivas University

Editorial Board

- Member - Srinivas University Journals

Articles

Si. No.	Title of Research Article Presented	Conference/Seminar Details	Year of Presentation
1	B Schools- Are they producing true professionals or mediocre workforce?	National conference at Rani Channamma University, Belgaum.	2014
2	Impact of GST on Service Sector with special reference to Wedding Industry in India.	National Seminar at Rani Channamma University, Belgaum.	2018
3.	Exploring avenues in Banking, Management, IT, Education and Social Sciences.	National Conference at Srinivas University, Mangalore.	2018
4.	Technology and trends of E-Payment in Global E-Commerce	National Conference at Srinivas University, Mangalore.	2018
5.	Journey of innovative skills towards effective employability in service sector	International Conference at Mangalore University, Mangalore	2019

Books/Chapters

Si. No.	Title of Chapter Published	Title of Book	Publisher Details	Year of Publication
1	Services Marketing Strategy: An Insight into Gaps Model of Service Quality.	Research Trends in Management	Akinik Publications, Delhi-India P-ISBN: 978-93-5335-641-5 E-Book ISBN: 978-93-5335-642-2	2019
2	An Overview of Major Problems and Possible Prospects of Agricultural Marketing in India	Status of Agriculture in India	Of By And For You Publications Edition: First-Volume-1 ISBN: 978-81-942871-0-0	2019
3.	Future Trends And Major Significant Challenges of Commerce Education in India.	Trending Frontiers And Prospects in Commerce and Management	Of By and For You Publications ISBN: 978-81-942871-2-4	2020
4.	Significant impact of r-commerce and its impact on India and global market- A Study	Prospects And Horizons In Commerce And Management	Of By and For You Publications ISBN: 978-81-942871-1-7	2020

Activities

Si. No.	Name of the Programme	Organising Committee	Type of Programme	Duration and Year
1	National Level conference on Developing Indian Tourism: Innovative Ideas and Practices	Internal Quality Assurance Cell (IQAC) ,College of Hotel Management and Tourism.	Conference	July-2019
2	International Conference on Emerging trends in Management, Information Technology and Education	College of Management and Commerce, Srinivas University, Mangalore	Conference	16 th -17 th August 2019

Recognition / Awards

- Rated with second highest During Annual Appraisals at iGATE Global Solutions Pvt Ltd.&Bharathi Cement Corp Pvt Ltd.
- Received Certificates for completing trainings of Team Effectiveness & Customer Orientation at iGATE.
- Recognized as Research Guide at Srinivas University, Mangalore.

Seminars and Conferences Attended

Si. No.	Name of the Programme	Organising Committee	Type of Programme	Duration and Year
1	National Level Workshop on Research Methodology	Karnatak University, Dharwad	Workshop	8 Days Sep-Oct-2014
2	Statistical Interventions of Research	Department of MBA, Gogte Institute of Technology, Belgaum	FDP	2 Days February-2016
3	Research Paper writing skills under peer guidance	University Grants Commission and Human Resource Development Centre, Karnatak University Dharwad	Workshop	6 Days November-2016
4	Multi-Dimensional View of Research	IEMS B School,Hubli	FDP	1 Day June-2017
5	Data Analytics using SPSS	KLS Gogte Institute of Technology, Dept of MBA, Belagavi in Collaboration with SPSS South Asia.	FDP	1 Day March-2018
6	Role of teacher in handling adolescent issues.	Srinivas University's College of Hotel Management and Tourism	FDP	1 Day April-2019
7	Research Methodology and Data Analysis.	Srinivas University's Mukka Campus.	Workshop	1 Day 2019

Online Certifications and Webinars

Certificate Course on "Building Digitally Competent Professionals With A Futuristic Orientation" by Amity Business School.