



Ms. Sunitha B K

Head of the Department

Specialization: International Business, Finance and Economics

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Qualification

- **MPhil - Jain** (Deemed-to-be University)
- **MBA - Pondicherry** University
- **MA - Bangalore** University
- **BA - Bangalore** University
- **PhD (Pursuing) - Jain** (Deemed-to-be University)
- **Certified in University Teaching -** University of Newcastle, Australia
- **Certified in Management (Online) - Yale** (Honours), University of Melbourne, University of London, ISB, University of Geneva and Copenhagen Business School

Work Experience - 20 Years

- 2005-Present Assistant Professor -Jain (Deemed-to-be) University-CMS
- 2000-04 Lecturer - KLE Society's S Nijalingappa College (Affiliated to Bangalore University)

Career Summary

Sunitha B K is an Assistant Professor and Head of the Department at Center for Management Studies, Jain (Deemed-to-be University), with more than 20 years of teaching experience at the college level. Being a self-starter with high energy, she believes in the philosophy of working efficiently even under pressure, maintaining a distinguished record of reputed publications, drafting syllabus for management subjects, managing and running the department perfectly while ensuring that both; the students and the teachers perform well at their respective jobs with a commitment to help students develop their full potential through different methods to motivate them to widen their expertise in specific areas. She is a dedicated academician and also a part of several organizing committees of various co-curricular and extracurricular activities and events – conferences & FDPs that help promote learning.

She strongly believes in adapting new teaching methodologies to stay abreast with the upcoming trends in the industry, possessing good working relationships with top corporate and alumni to get students a practical knowledge of corporate world through Guest Lectures and Management Exhibitions to learn from external environment and display their innovative plans.

Research Interest

Areas of Marketing and Finance which provide information relevant to decision making by reducing the uncertainty surrounding the decisions to be made. In order to do so, research has to be systematic, objective, and analytical.

Research Publications

15 papers including some in Emerald Publications, Scopus Indexed and UGC Care Journals

S. N.	Title of Paper	Journal	Impact Factor	ISSN	Scopus Indexed	Year
1	The Technique of Buzz Marketing and its Impact on Purchase Behaviour of the Consumers	Handbook of Management and Behavioural Science	5.1	978-81-89547-52-3	No	2011
2	Consumer's Online Shopping Behaviour in India: An Empirical Study	IIM Indore - NASMEI Summer Marketing Information Systems Conference Proceedings (Emerald Publishing)	--	978-1-78635-428-0	No	2019
3	Venture Capital	International	4.295	2454 -	No	2019

Courses Facilitated & Taught

- BBA –General Management Courses
 1. International Business
 2. Corporate Governance
 3. Entrepreneurship Development
 4. Economics
 5. Banking and Insurance
- BBA-Finance
 6. Financial Markets and Services
 7. Finance for Entrepreneurship
- Dual program: Designed, developed and facilitating course on Family Managed Business Course

Member on Committees / Editorial Boards

- Member - Board of Studies and Board of Examinations- Jain (Deemed-to-be University)
- 2015- Present
- Student Grievance Cell
- 2018- Present
- Faculty Grievance Cell
- 2018- Present
- Internal Complaint Committee
- 2018- Present
- University Exam Committee
- 2016- Present
- Internship Committee

		Trends in India	Journal of Advance Research, Ideas and Innovations in Technology		132X		
4		A Study on Financial Inclusion in India	International Journal Of Management Studies	3.2	2249-0302	No	2019
5		Micro Finance and Women Empowerment in India	International Journal of Management Studies	3.2	2249-0302	No	2020
6		Consumer Behaviour Towards Online Shopping	International Journal Of Management Studies	3.2	2249-0302	No	2019
7		National Sports Exchange: Has Sports Become a Business in India?	International Journal of Innovative Research in Science, Engineering and Technology	7.512	2347-6710	No	2019
8		A Study on Consumer Perception Towards Marketing by FMCG Companies	International Journal of Development Research	7.012	2230-9926	No	2018
9		Microfinance And Women Empowerment	International Journal Of Creative and Innovative Research in All Studies	4.721	2581-5334	No	2019
10		Development of Research Design in Context of Healthcare Quality and Patient Satisfaction at Private Hospitals In India	Journal of Xidian University	5.4	1001-2400	Yes	2020
11		Switching Behaviour of Mobile Phone Users In India: An Empirical Study	Journal of Xi'an University of Architecture & Technology	3.7	1006-7930	Yes	2020
12		COVID 19 - Current Pandemic and its Societal Impact	International Journal of Advanced Science and Technology	Q3 Journal	2207-6360	Yes	2020
13		Impact of COVID-19 on the Mental Health among Children in China with Specific Reference to Emotional and Behavioural Disorders	International Journal of Human Rights in Healthcare (Emerald Publishing)	1.3	2056-4902	Yes	2020

2013-2015

- Internal Exam Committee 2006-2008
- 2010- 2011
- BBA-Time Table 2012-13
- Threshold Management Fest Committee 2007-2009
- Conference 2009-2015
- FDP & MDP 2009-2010
- 2019-19
- MDP 2019-Present

Professional Memberships

-NIL-

14	Impact of the Stimulus Package on the Economy of India	International Journal of Advances in Engineering and Management (IJAEM)	7.429	2395-5252	No	2020
15	Banking Sector Transformation - Artificial Intelligence in The Modern Digital Era	International Journal of Advances in Engineering and Management (IJAEM)	7.429	2395-5252	No	2020

Articles / Case Studies

- NIL -

Consultancy / Projects

Director in an advisory and consultancy capacity of Spandana Credit Co-operative Society- Overall activities of the organization.

Books / Chapters

S.N.	Title of Book	Publisher	ISBN
1	Corporate Governance	Eureka Publishers	978-8194515371

Activities

Media Coverage:

- Panellist in News 9 Panel Discussion on the Karnataka Budget from 2016-2018.
- Panellist in News 9 Panel Discussion on the Union Budget from 2017- 2019.

Online Certificates:

S.N.	Course	University	Year
1	Financial Markets (with Honours)	Yale University	2020
2	The Global Financial Crisis	Yale University	2020
3	Introduction to Financial Markets	ISB, Hyderabad	2020
4	The Role of Global Markets	University of Melbourne	2020
5	FinTech and the Transformation in Financial Services	Copenhagen Business School	2020
6	Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing	IE Business School	2020

7	Marketing Strategy for Entrepreneurs	IE Business School	2020
8	Marketing Mix Fundamentals	IE Business School	2020
9	International Organizations Management	University of Geneva	2020
10	Introduction to International Marketing	Yonsei University	2020
11	Quantitative Foundations for International Business	University of London	2020
12	Statistics for International Business	University of London	2020

Activities:

SN	Activity	Title	Year
1.	Student Research Paper Initiative	College Activity-Research	2018-20
2.	International Management Day	International Exhibition- College Co-Circular Activity	2014-20
3.	Corporate Governance- CSR Initiative	Academic- College Co-Circular Activity	2018-2020
4.	Webinar	Impact of COVID on Entrepreneurship	2020
5.	Webinar	Gender Implications of COVID - 19 Pandemic	2020
6.	Webinar	A Sustainable Response to COVID - 19 - The New Normal	2020
7.	Webinar	Moving Forward through the Challenges Posed by COVID-19 in the Manufacturing Sector	2020
8.	Webinar	Goal Setting That Can Never Fail	2020
9.	Webinar	Microbiologists' Eye view on Covid-19	2020
10.	International Panel Discussion	COVID19 Crisis: The Global Economy Reshaping	2020
11.	Webinar	Mindfulness for Educators	2020
12.	Webinar	Managing your Finances and Investment during COVID Time	2020
13.	Webinar	Impact of COVID-19 on the Indian Stock Markets	2020
14.	International Panel Discussion	Leading the Way Forward in the Unprecedented Times: With Special Reference to the Global Markets and Economy	2020
15.	Creating New Knowledge-Blend of Research and Data Analysis	National Level FDP	2020
16	Faculty Development Programme	New Age Teaching	2020
17	Inquest of Research-SPSS and AMOS	National Level FDP	2020
18	Business Management Day	Management Exhibition	2018
19	Teaching Pedagogy-International	National Level FDP	2018

20	CMS Speaker Series	College Activity	2015-16
21	Entrepreneurship Day	Entrepreneurial activities and Management Exhibition	2013-2017
22	National level Student Conference on Resurrect	National level Student Conference	2015
23.	Leadership Series	College Co-curricular Activity	2014-15
24.	Business Scan	College Co-curricular Activity	2016-2017
25.	Business Council	College Co-curricular Activity	2016-2018
26.	Internship Committee	Academic Co-curricular Activities	2012-2014
27.	National level Conference on Modinomics	National Level Conference	2014
28.	National Level FDP on 'Work- Life Balance'	FDP	2010
29	International Conference on Innovative Pedagogy in Business and Management	International Level Conference	2009
30	National Conference on Business Potential of India in a Global Recession Scenario	National Level Conference	2009
31	Internal Exam Committee	Academics - College Activity	2006-2008 2010- 2011
32	Threshold Management Fest Committee	National Level Fest	2007-2009
33	Graduation Day	College Activity	2006-2007 2010-2011

Recognition / Awards

Best Research Paper Award – Research Retreat – 2015

Seminar/Conferences Attended

SN	Title of Conference	Name of the Institute	Paper Presented	Year
1	International Level Conference	IIM Kozhikode	A Study on effect of Advertising on increased Medical Tourism in India	2019
2	International Level Conference	IIM Indore	Consumers Online Shopping Behaviour in India: An Empirical Study	2019
3	International Level Conference	IIM Ahmedabad	Issues in India's Corporate Debt Market Microstructure	2019
4	Research Retreat	Jain University	Political Marketing	2014 and 2015
5	UGC Sponsored National level Seminar on Relevance of Gandhism and Marxism in Present Scenario	KLE's S. Nijalinappa College	Gandhian Thoughts and Political Marketing	2011

6	National level Conference on Role of Economics in Societal Change	Don Bosco Institute of Technology	Indian Economy	2009
7	National level Conference on Exploring Green Management Initiatives	New Horizon College of Engineering	Green Marketing	2009
8	National level Conference on Business Potential of India in a Global Recession Scenario	Jain University-Center for Management Studies	Bailouts Package for Economic Revival	2009
9	National level Conference Changing Face of Tourism in Global Scenario	KLE's S. Nijalinappa College,	Medical Tourism	2009
10	National Seminar India Re-Discovered	Swadeshi Jagarana Manch in association with Vision India Trust	Participated	2008