

FACULTY PROFILE



NAME: Mrs. Hamsalekha S

Designation: Assistant Professor

Department: MBA

Date of Joining : 1st August 2011

Length of Professional & Industrial Experience: 12 Years of Academic Experience

Contact Details

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Academic Background

- Currently Pursuing Ph.D in Marketing from VTU.
- Post Graduated in MBA(Marketing) from KIT, Tiptur, Affiliated to VTU
- Post Graduated in PGDHRM from KSOU , Mysore University.
- Graduated in BE (Electronics and Communication) from SJBIT, Bangalore, Affiliated to VTU

Areas of Interest

- Marketing
- Human Resource
- E- Commerce

Significant Publications

- Presented paper on “A Study on Effect of IQ and EQ on Creativity, Innovation and Decision Making among Post Graduation Students”, International conference, Drishti -2023 A New Era in Management & Technology held at VCET, Puttur
- Customer expectation and experiences towards Big Bazaar own products, National Conference held at SIET Tumkur (2019)

- Effect of GST on middle men, National Conference held at Tumkur University (2017)
- Impact of Demonetization on Copra Merchants with respect to Tiptur Copra Market, Govt First Grade College (2017), Tiptur.
- Globalisation and its impact on Indian consumers, National Conference held at PAAC Tiptur (2015)
- Impact of globalization on present consumer behavior (2015):
- Paper presented in National Workshop, PAAC, College, Tiptur.
- Product Development and Penetration (2014): International Conference on Employability at Channagiri.
- Impact of mobile and Internet on youth (2014): -
- Two days national seminar by PAAC, College, Tiptur.
- Product Development and Penetration (2014): Published in ACME intellects International Journal of Research in Management, Social science & Technology.
- Impact of cell phone addiction on present generation, UGC sponsored two days National conference held at PAAC Tiptur. (2014).

PROJECTS UNDERTAKEN

- Product Development and Penetration of Desiccated Coconut Powder at Coco Kernal Products.
- An Approach Towards Improving Security System using Face Detection and Recognition.

Achievements

- Received gold medal for successfully completing the course of Operations Management with the consolidated score of 96% in NPTEL .
- Received gold medal for successfully completing the course of Soft Skills for Business Negotiations and Marketing Strategies with the consolidated score of 90% in NPTEL .
- Presented papers in National, International Conferences and Received best paper award.
- Delivered lectures on various Management concepts as a Resource person.
- Organized and Coordinated various workshops to management students.