

FACULTY PROFILE



NAME: Mrs. Sujatha N. Sheeri MBA (Ph. D)

Designation: Assistant Professor

Department: MBA

Date of Joining: 24-09-2009

Length of Professional & Industrial Experience: Academic - 14 Years
Experience

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Google Scholar-

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SSRN -<https://hq.ssrn.com/Participant.cfm?rectype=edit&perinf=y&partid=6067151>

Academic Background

- Pursuing Ph. D in Management from Srinivas University College of Management & Commerce, Mangalore, Karnataka.
- MBA in Finance from Rao Bahadur Y Mahabaleshwarappa Engineering College under Visvesvaraya Technological University (VTU), Belagavi, Karnataka.
- B. Com from Soma Subhadramma Raman Goud Women's College under Gulbarga University, Gulbarga, Karnataka.

Areas of Interest

- Investment Management
- Research Projects, Coconut Industries.

Significant Publications

Publications in International Conferences:

- Business to Business Relationship for Coconut Products in India – A Case Study of Balaji Enterprises, Tiptur. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, ISSN: 2581-6942, Vol. 7, No. 2, June 2023, 466-476. A Refereed International Journal of Srinivas University, India. DOI: <https://doi.org/10.5281/zenodo.8127987>
- Review of Literature on Factors Affecting Long-Term Business-to-Business Relationship – A Special Reference to Micro Manufacturing Units. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, ISSN: 2581-6942, Vol. 7, No. 2, June 2023, 477-505. A Refereed International Journal of Srinivas University, India. DOI: <https://doi.org/10.5281/zenodo.8136490>
- Business to Business Relationship in Micro Manufacturing Industry– A Case Study. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, ISSN: 2581-6942, Vol. 7, No. 3, July 2023, 140-148. DOI: <https://doi.org/10.5281/zenodo.8187274>
- Effect of Service quality & its impact on behavioral intentions presented paper on Emerging Trends, Challenges & Opportunities in Global Business, Management & Technology on 8th and 9th of June -2023 conducted by VTU Belgaum Department of Management studies in collaboration with Association of Indian Management Schools (AIMS).
- Green marketing in B2B organizations of Coconut products: An Exploratory study of Tiptur presented paper on School of Management presents International conference on towards a Sustainable Future: Innovations and Strategies for Responsible Business Practices in association with Hochschule Konstanz, Department of Business, Cultural and Legal studies conducted by Presidency University, Bengaluru on July 7-8, 2023.
- Comparative analysis BSNL, TUMKUR, on October- December 2018, National journal on Selp Journal of social Science, Tamil Nadu, ISSN: 2250-1940(P), 2349-1647(O).
- Impact of the Demonetization on Indian Economy: A Descriptive Study bearing ISBN No. 978-81-931489-5-2, 2017.

Achievements

- Paper Setter for VTU
- NCC “B” Certificate Holder