

FACULTY PROFILE



NAME: Dr. Mitta Sekhara Gowd

Designation: Professor, Head- Incubation, Innovation & ED Cell

Department: Master of Business Administration

Date of Joining : 23/07/2009

Length of Professional & Industrial Experience: 30 Years

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Google Scholar- <https://scholar.google.com/citations?user=LICFTGwAAAAJ&hl=en>

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Academic Background

- Ph.D in Commerce from Bharath University, Chennai, Tamilnadu
- MBA in Marketing from IGNOU, New Delhi.
- M.Com from Vinayaka Missions University.
- PGDBA from Bangalore University, Karnataka
- B.Com from Gulbarga University, Karnataka

Areas of Interest

Journals, Research Projects, Administration, Incubation of Industries, ED activities, Agriculture and allied industries, Coconut and Arekanut Industries, Biodiesel, vertical farming, Exports, Digital Marketing, Brand building.

Significant Publications

1. **Web of Sciences Paper- 1-** Mitta Sekhara Gowd & Dr. Venkatramaraju, "Future for online marketing of Ayurveda Products- A survey" Web Of Science, NOVYI MIR Research Journal, Volume 6, Issue 2, ISSN No: 0130-7673, January 2021.

2. Scopus Indexed Journals-

- i.** Mitta Sekhara Gowd & Dr. Venkatramaraju, Jour of Adv. Research in Dynamical & Control Systems, “Marketing of Ayurveda Medicines with Reference to Tumkur District, Karnataka State”, Volume 11, Issue 6, ISSN 1943-023X, May 2019.
- ii.** Mitta Sekhara Gowd & Dr. Venkatramaraju, European Journal of Molecular & Clinical Medicine, “Public opinion on COVID-19 and Ayurveda remedies with reference to Tumkur District, Karnataka State, India.”, ISSN 2515-8260, Volume 07, Issue 02, 2020.
- iii.** Mitta Sekhara Gowd & Dr. Venkatramaraju, Journal of Critical Reviews, “Ayurveda Medicines and Consumer Preferences with Reference to Tumkur District”, ISSN- 2394-5125, Volume 7 Issue. 13 dated 18/06/2020.

3. International Conferences

- i.** Dr. Mitta Sekhara Gowd, “Challenges of Startups in India and Role of Education Institutions”, VTU, Belagavi,
- ii.** Dr. Mitta Sekhara Gowd, Dr. Thoufiqulla & Dr. Kavitha H, “Innovation Management- The Role of Incubation Centers.” Rajeev Institute of Technology, Hassan, June 15th & 16th 2023
- iii.** Prof. DeepthiAmith, Dr. Mitta Sekhara Gowd & Naveen Kumar T S, “Job Stressors and Its Impact on Work Life Balance of Women at Technical Teaching Professionals in Tumkur District” Rajeev Institute of Technology, Hassan , June 15th & 16th 2023.
- iv.** Naveen Kumar T S, Dr. Mitta Sekhara Gowd & Prof. DeepthiAmith, “The Factors Influencing Investor’s Decision towards Invest in Equity Shares in Tumkur District” Rajeev Institute of Technology, Hassan, June 15th & 16th 2023.

4. National Conferences

- i.** Mitta Sekhara Gowd, “Demonetization in India: an effort to curb black economy”, GFGC. Tiptur, Mar 2017. **ISBN No. 978-81-931489-5-2**
- ii.** Mitta Sekhara Gowd, “Smart City and Sustainable development”, Sahyadri Arts College, Kuvempu University, 27th Sep 2017.
- iii.** Mitta Sekhara Gowd, “Impact of GST on Indian Economy”, Tumkur University, Tumkur 2^{7th} & 2^{8th} November 2017.
- iv.** Mitta Sekhara Gowd, “Government Schemes towards sustainability of the business: Merits & Demerits”, Tumkur University, Tumkur, 8th December 2017.
- v.** Mitta Sekhara Gowd, “Pros and cons of Marketing of Ayurveda Medicines thru Electronic Media”, National conference on Contemporary Management Trends & Future Perspectives held on 22nd March 2019.
- vi.** Mitta Sekhara Gowd, “Marketing of Ayurveda Medicines with reference to Tumkur District, Karnataka state”, National E-Conference on Challenges and Chances For Indian Business Post Covid-19 Era dated 12th Feb 2021.

5. MDP’s Attended-1 Mitta Sekhara Gowd, “HR Analytics- Practical Applications” conducted by KIT from 22/11/2021 to 02/12/2021.

6. PDP’s attended-01

- i.** Dr. Mitta Sekhara Gowd, Ten days PDP attended, conducted by “IGNOU- Professional Development Programme on Implementation of NEP 2020 for Universities and College teachers” from 12th June to 17th June 2023.

- ii. Dr. Mitta Sekhara Gowd, Ten days FDP attended conducted by NAAVIC as a part of MOU, participated by five faculties of our Institute. Online Faculty Development Program on “Empowering Tomorrow Through Agripreneurship” sponsored by Department of Science & Technology, GoI from 3rd July to 15th July 2023.
- 7. FDP’s Attended-** Dr. Mitta Sekhara Gowd attended three days FDP attended at NIE, Mysore from 28th June to 30th June 2023 on “Generating methods of new ideas” as a part of MOU with ICT Academy.
- 8. Training Programs Attended-03**
- i. Mitta Sekhara Gowd, A Six day program on “Production of Horticulture Plants” conducted by KVK Bangalore, MANAGE, Hyderabad from 10th Dec 2018 to 15th Dec 2018.
 - ii. Mitta Sekhara Gowd, A One day Program on “Mushroom Production Technology” conducted by, Government of Karnataka, Department of Horticulture, Bio Centre, Hulimavu, Bangalore on 1st Feb 2019.
 - iii. Mitta Sekhara Gowd, A One day Program on “Mushroom Cultivation” conducted by ICAR-Krishi Vigyan Kendra, Hirehalli, Tumkur on 16th Feb 2019.

Achievements

Head- Innovation Cell, IQAC Member, BOE Member(2018-2019), NCC “C” Certificate Holder, Chairperson, Chief speaker, Resource person for various occasions, Handling Incubation and Startup activities, ED Cell, Admission activities, Industrial visits. Attending the day to day Problems, bridging the gap between Industries and academics through Krishi Vigyan Kendra, Bank Managers and Industrial Entrepreneurs, Handling and conducting MOU’s, Workshops, TP’s, Writing letters to a authorities towards reforms,

Memberships

- i. Life Time Member of ISTE.
- ii. Tumkur Chapter Head for MTC.
- iii. Life Time Managing Editor for AIJRMSST.

Paper setter:

Paper Setter & Valuator- VTU, SNR SONS, REVA University. PhD External examiner- CMR University, PATEL University.