


PERSONAL DETAILS		
Name	Purushothamma B N	
Department	PG Department of Management Studies	
Designation	Assistant Professor	
Qualification	MBA, UGC-NET, MCOM	
Teaching Experience	6 Years	
Email ID	Purushottam.hassan@gmail.com	
Vidwan-ID	193327	
Orcid ID	3919-2703	
Scopus ID		
Google Scholar ID		
Core Discipline	Management	
Specialization	Finance	
Areas of Interest	<ul style="list-style-type: none"> • Taxation • Stock Market • Retail Marketing • Banking 	
MEMBERSHIP OF PROFESSIONAL BODIES		
Professional Society	From Year	Membership Number/ Nature
Indian Science Congress	2018	L38538
Indian Society for Technical Education	2020	Full Time
PUBLICATIONS		
INTERNATIONAL JOURNALS:02		
1. Social Entrepreneurship – A Success factor towards Rural Women Development, International Conference on Dynamics of Entrepreneurship.		
2. Green Marketing Mix: A strategy for Sustainable Development, published in Studies in Indian Place Names with ISSN no. 2394-3114.		

INTERNATIONAL CONFERENCE:02		
1. Social Entrepreneurship – A Success factor towards Rural Women Development, International Conference on Dynamics of Entrepreneurship.		
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NATIONAL CONFERENCES:0		
GUEST LECTURES DELIVERED		
Invited College Name	Title of the topic	Date
New Alliance Commerce College, Channarayapatna	Business Etiquettes	21/05/2019
WORKSHOPS/SEMINARS/FDPs/PARTICIPATED:8		
1. Participated a three days FDP on “Research Methodology”, organized by the Department of MBA & Research Centre, RNSIT, Bangalore.		
2. Attended Workshop on “Draft National Education Policy” organized by Adhichunchanagiri University.		
3. Attended Workshop on “Intellectual Property Rights” organized by Adhichunchanagiri University.		
4. Attended 2 days FDP on “Goods and Service tax”, organized by VTU regional centre, Mysore.		
5. Attended 1st National Conference UWS – BMA- Indian School of Business and computing at BMA College Arts, Science and Commerce, Bangalore.		
6. Attended 3 days workshop on Entrepreneurship organized by ED cell in association with Government of Karnataka.		
7. Attended 1 day State level workshop on “Innovation Management & Intellectual Property Rights: Significance for Academia, organized by Vidya Vikas First Grade college, Post Graduate Department of Commerce Mysore in association with Visvesvaraya Trade Promotion Centre (VTPC), Department of Industries & Commerce, Government of Karnataka.		
8. Attended FDP on “Research Methodology and Hypothesis Formulation” held at Dayananda Sagar College of Engineering, Bangalore.		
9. Participated 5 day FDP on “Intellectual Property Rights & Contributions of Academia Towards Innovation” organized by Maharaja Institute of Technology Mysore, Mysore.		

SUMMARY OF BOOKS/ MONOGRAMS PUBLISHED			
Title of the Book	Year of Publication	Publisher	
ONLINE COURSES			
Course Title	Course Organization	Year	
Global Marketing Management	NPTEL	2019	
AWARDS, COMMENDATIONS RECEIVED			
Nature	Year	Awarding Organization	
Best Teacher	2018	BGSIT, B G Nagara	
PATENTS			
1.			
2.			
GRANTS RECEIVED FOR MAJOR AND MINOR PROJECTS			
Title of the project	Sanctioned Year	Agency	Amount