

**JAYALAXMI**

**Lecturer, Dept. of Commerce and Management**

**Contact:** jaibhat@ppc.ac.in



**Working at Poornaprajna College Since: 2017**

### **Currently held positions/offices**

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- Students Welfare Officer/
- Member of Anti Ragging Cell

### **Previously held positions/offices**

- Students Welfare officer in MPMC Manipal (2013-2015)
- IQAC Coordinator in MPMC Manipal (2009-2016)
- Youth Red Cross Officer in MPMC Manipal (2012-2017)
- Convener of Commerce and Management Association in MPMC (2012-2014)
- Convener of Anti women Harassment Cell (2012-2013)
- Staff Club Secretary (2008-2010)
- Convener of Women Empowerment Cell (2011-2013)

### **Educational Qualification**

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- MCOM, Karnatak University Dharwad (1995)
- MBA, Sikkim Manipal University (2008)
- M.Phil, Annamalai University (2008)
- E-OFFICE - Computer Course (2007)
- Kannada and English Typewriting (Junior and Senior) passed with Distinction

### **Work experience**

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- Lecturer at Poornaprajna College Udupi (December 2017 – till date)
- Lecturer at MPMC Manipal (2000-November 2017)
- Lecturer at Govt. First Grade College, Hebri (1999 – 2000)
- Lecturer at Poornaprajna College Udupi. (1998-1999)

- Lecturer at Dr. BBH College of Commerce and Business Management\_1996-1998

## Research Publications

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### *Journal articles*

1. “LEARNER-CENTERED MANAGEMENT EDUCATION- A Study of Inductive Teaching and Learning Methods” Publication in SSRN E-Library. (Social Science Research Network) <http://ssrn.com/author=2377059>, <http://ssrn.com/abstract=2585200> published on 30<sup>th</sup> March 2015
2. “Recent Trend In Education - With Special Reference To The Impact Of E-Learning On Education” in an international conference organized by Srinivas University. Publication ISSN (International Journal of Management, IT and Engineering.(IJMIE)). ISSN No. - 2249-0558.
3. Presented a paper titled “Entrepreneurial Intentions Among Students” A Survey in an International Conference at YWCA Connaught place, New Delhi (in Absentia) on 5<sup>th</sup> August so19 and this paper is published in ISO certified Journal IJMTE with ISSN No. 2249-7455 and also published with ISBN No 978-93-87793-39-2  
**For International Journal publication with ISSN (UGC Approved)**  
<http://ijamtes.org/gallery/77.aug%20ijmte%20%20-%20cw.pdf>
- For Conference proceeding with ISBN:**  
<http://conferenceworld.in/Conference/conference-in-delhi-2>
4. Presented a paper on “Green Banking Initiative by Banks - A Study on Awareness of Customers and Bankers’ Perception in an International Conference at Govindadas College, Surathkal on January 12<sup>th</sup> 2020. Paper was published with ISBN Number: 978-96-5396-158-9 and also selected for Publication in UGC CARE Journal “Our Heritage, ISSN No. 0474-9030 with Impact Factor 4.912.  
<https://archives.ourheritagejournal.com/index.php/oh/issue/view/10>
5. Occupational Health Problems - A Study on Health Issues in IT Professionals in a National Conference at Govt Womens College, Ajjarakadu on January 29<sup>th</sup> 2020 Published in a Peer Reviewed International Journal Asia Pacific Journal of Research(APJR), Vol: 5.

**Special Issue XII, January 2020 with ISSN No. 2347 = 4793 with Impact Factor: 6.58**

<https://portal.issn.org/resource/ISSN/2347-4793>

**6. Green Banking -Perception of Customers And Bankers – A Survey In Udupi published in an International Journal of Social and Economic Research, Volume – 9, Issue – 3, 2019 ISSN No. 2249-6270. DOI 10.5958.**

**7. Paper titled “Assessing The Level Of Awareness And Knowledge Of Covid 19 Pandemic - A study in Udupi organized by Puducherry Academic Researchers Academy(PARA) on Awareness of Post Covid -19 held on 11<sup>th</sup> June 2020 .**

**This paper is published in a UGC CARE GROUP 1 Journal with ISSN 2347-7180 with Impact Factor 7.12**

<http://dx.doi.org/10.5958/2249-6270.2019.00044.8>

**8. Paper titled “A Study On Awareness Regarding Intellectual Property Rights Among The Students” Presented In An International E- Conference On Intellectual Property Right, Patents, Copyrights, Research Articles, Importance And Drafting Skills organized by CHINTAMANI MAHAVIDYALAYA GHUGUS Chandrapur, Maharashtra, India on 15 July 2020on**

**This paper is published in a Peer Reviewed Refereed and UGC Listed Journal with ISSN No. 2277-5730 with Impact Factor 6.399**

**9. A paper titled “Post Pandemic Office Life – Employees Views” in A Two Days Interdisciplinary International e-Conference on Impact of COVID-19 on Various Areas of Global Economy, Science & Humanities Gondwana University, Gadchiroli, MS, India Chintamani College of Commerce, Pombhurna, Dist- Chandrapur, on 24th & 25th June 2020 Paper is published in International Peer reviewed open access journal named “International Journal of Research in Social Science and Information Studies with e-ISSN 2347-8268 and 2347-8209**

### ***Book Chapters/Conference proceedings***

1. “Prospects and Challenges of Women Entrepreneurs - A survey in Udupi district” – ISBN No. 978-81-930542-0-8

2. “Educational Benefits of Online Learning -A Study based on the perceptions of Learners of Sikkim Manipal University” presented in a National conference organized by Srinivas College. Published with ISBN No.978-81-929306-2-6
- 3 “A Study of Learners’ Perceptions On The Value Of Powerpoint Presentation In Lectures” ISBN no. ISBN No.978-81-929306-2-6
4. Waste Management - A Survey of Household Solid Waste Generation And Public Awareness On Waste Management – A Case Study of Residents in and around Manipal, Udupi District. ISBN No. 978-81-927561-2-7.
5. “Indian Women In The Cyber Space- A Study Of The Need And Impact of Cyberspace And Reasons For Victimization” ISBN No. 978-93-5212-771-9
6. “Contribution Of Micro Finance In Women Empowerment - A Survey of The Impact Of Microcredit On Women Empowerment”- (ISBN No. 978-81-928345-2-8)
7. “Role Of Women In Decision Making At Household Level – A study with particular emphasis on Economic and Social aspects” (with ISBN No. 978-81-927561-3-4)
- 8.“The Food Processing Sector In India - A Study on Diversification, Growth, Challenges and Emerging Trends In Food Processing Sector In India”. (ISBN No. 978-81-927923-2-3)
9. “Integration of Soft Skills Assessment through Soft Skills Workshop For Undergraduate Students – An Analysis” (ISBN No. 978-81-928345-2-8)
10. “Customer Awareness on Green Banking A Study on Perceptions of Customers And Bankers” –International Conference. (ISBN No. 978-93-86256-39-3)
11. “Microfinance Facilities And Awareness Level Of Urban Poor People: A Study In Mangalore City.” (ISBN No. 978-81-927561-6-5)
12. “The Impact of Micro Credit On Women Empowerment –A Study on the Perceptions of The Members of Self-Help Groups” (ISBN No. 978-81-927561-6-5)
- 13. Paper titled “Ethical Issues in Advertising And Its Impact on Youth -A study on Undergraduate Students. “Presented in a National Level**

Conference at SriPoornaprajna Evening College, Udupi on 16<sup>th</sup> September 2017. (ISBN:978-81-930858-1-3).

14. Digital Technology and Women Empowement- A Study on Digital Literacy among Non-working Women. (ISBN No. 978-81-927561-7-2).

15. Reforms in Indian Capital Market- A Study on problems in Indian Capital Market and Regulatory Framework. (ISBN No. 978-81-927923-5-4)

16. Presented a paper titled “People Management Practices in Business Organisation and level of Employ Satisfaction-A survey in Udupi in a National Conference at Adichunchanagiri Institute of Technology, Chikkamagalur on 22<sup>nd</sup> June 2018. Paper is published with ISBN No. 978-93-84598-56-0.

17. Presented a paper titled “Determinants of Entrepreneurial Intentions – A study on undergraduate students” in an International Conference at Milagris College, Mangalore on 31<sup>st</sup> July 2018. Paper is published with ISBN No. 978-93-84734-67-

18. Presented a paper titled “Financial Literacy Level- A study on Rural Women” in a National Conference at I.D.G.S. Government College, Chikkamagalur on 18<sup>th</sup> August 2018. Paper is published with ISBN No. 978-93-84698-67-6.

19. A paper published in an Edited Book titled “Rural Marketing” published by WIZCRAFT publications and Distributuion with ISBN No.978-93-89488-41-8. Edition 1- Volume 1 November 2020.

### **Paper presented in conferences/seminars**

1. Paper entitled “Experiential Education- Beyond The Classroom” at national seminar – at Crossland College Brahmavar.

2. “Indegenous Knowledge for Sustainable Development” at National seminar – at Gokarnanatheshwara College Mangalore.

3. Presented a paper entitled “Empowering Women Through Distance Education - A Study Based On The Perceptions Of Women Learners” in a National Level Conference at St. Alloysious College, Mangalore.

4. Presented a paper entitled “Microfinance Facilities And Awareness Level Of Urban Poor People: A Study in Mangalore City” in a national level conference at Canara College Mangalore.

5. The Food Processing Sector In India (A Study on Diversification, Growth, Challenges and Emerging Trends In Food Processing Sector In India) State Level Seminar - Saint Mary's College, Shirva
6. Paper entitled "Importance of Innovative Teaching Methods -An Evaluative Study of Traditional and Modern Teaching Techniques- A Survey" presented in a National Conference organized by Srinivas university
7. Paper entitled "Importance of Financial Inclusion - A study on Financial Literacy among Households" presented in a National Conference at St. Mary's College Shirva.
- 8. Presented a paper titled "Green Marketing- A Study on Consumer's Attitude towards Green Products" in an International Conference at Manipal University, Manipal on 27<sup>th</sup> September 2018.**
- 9. Presented a paper titled "The Impact of Social Media on Youth- A survey in Udupi" in a National Conference at AJ Institute of Management on 15-12-2018.**
- 10. Presented a paper titled "Women and Social Entrepreneurship- Leadership Challenges" in a National Conference at Kukke Sri Subrahmanyeshwara College, Subrahmanya. on 22<sup>nd</sup> January 2019.**
- 11. Presented a paper titled "Digital Banking - Awareness and Acceptance among customers – A survey in a National Conference at Srinivas College Mangalore on 27-4- 2019.**
- 12. Presented a paper titled "Technology, Computer and Health – A study" in an International Conference on Management, Information Technology and Education" held on 16<sup>th</sup> and 17<sup>th</sup> August 2019 at Srinivas University.**
- 13.. presented a paper entitled 'Application of ICT in Agricultural Sector - A Study of The use of ICT Among Rural Farmers' at The International Conference on ICT, Cyber Security & Forensic (ICONICYSEC-2021), held on 16th and 17th May, 2021 Organized in Online Mode by College of CS&IS, Srinivas University, Karnataka, India in Association with ICCRD-CUICI (Delaware, USA & Santacruz, Argentina) and Sponsored by: DataSpace Security Pvt. Ltd.**
- 14. presented a paper entitled 'Indian Women in The Cyber Space--A Study of The Need and Impact of Cyberspace and Reasons for**

**Victimization’ at The International Conference on ICT, Cyber Security & Forensic (ICONICYSEC-2021), held on 16th and 17th May, 2021 Organized in Online Mode by College of CS&IS, Srinivas University, Karnataka, India in Association with ICCRD-CUICI (Delaware, USA & Santacruz, Argentina) and Sponsored by: DataSpace Security Pvt. Ltd.**

**15. presented a paper entitled ‘Customer Satisfaction in Retail Outlets A Study of Big Bazar, UDUPI’ at MANEGMA-2021-A National Conference on Resilience. Innovation. Reinvention—Coping with Turbulent Times held on 16th June, 2021 Organized by College of Management and Commerce, Srinivas University, Karnataka, India in Association with ISMASI, Azteca University, Mexico, North America.**

**16. presented a paper entitled ‘Students’ Perception Towards Swayam -A Study in UDUPI’ at MANEGMA-2021-A National Conference on Resilience. Innovation. Reinvention—Coping with Turbulent Times held on 16th June, 2021 Organized by College of Management and Commerce, Srinivas University, Karnataka, India in Association with ISMASI, Azteca University, Mexico, North America.**

### **Short-term courses attended**

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SWAYAM NPTEL Certificate Courses:

1. Development Research Methodology
2. Psychology of Everyday

7 days Faculty Development Program on Research Methodology organized by GRABS Educational International Tamilnadu from 5/5/2020 to 11/5/2020

### **Guest Lectures delivered (if any)**

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1. Invited as a Resource person and organised a Personality Development Programme and Conducted General Quiz Competition to the students of Madhava Pai Memorial College Manipal on 25th December 2017.

2. Invited as a Chief Guest and Resource Person by Govt First Grade College, Kaup and delivered a Lecture on “Personality Development and Leadership” for Undergraduate students on 05-10-2018.
3. Invited as a Resource person by Madhava Pai Memorial College Manipal for conducting competitions for NSS Students at Govt Highschool Panchanabettu .
4. 1. Invited as a Resource person by Madhava Pai Memorial College Manipal for conducting “Mind Scribble” Quiz competitions for NSS Students at Govt Highschool Brahmavar. On 25-12-2019
5. Invited as a Resource person by Rangers and Rovers Unit of PPC to conduct competitions at Prerana Camp Udupi.
6. Invited as a Resource Person and and conducted a debate on “Is education important for boys or girls?” organized by Sri Dharmasthala Grama Vikasa Trust under its Jnana Vikasa Program at Manchi Kodi School on 5<sup>th</sup> September 2021.
7. Invited as Resource person and Trainer in a traing program on “Job Oriented Education System and Opportunities” organized by National Institute of SHG Training Center(NIST) Udupi on 26<sup>th</sup> October 2021.
8. Invited as Resource Person in a workshop on “Education in Human Values” organized by Govt First Grade College Haleyangadi on 26<sup>th</sup> November 2021

### **Seminars/Workshops attended (if any)**

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1. Attended One day workshop on “Data Analysis” held in Srinivas University, Mukka on 12<sup>th</sup> July 2019.
- 2.. Attended a one day workshop on “Research Methodology” held at Srinivas University on 10<sup>th</sup> August 2019.
- 3.Participated in the National Webinar on “**Use of Elsevier Tools in Research Workflow**” organized by the Department of Commerce, University of Madras, Chennai and Elsevier on 5th May, 2020.

4. Attended 7 days Online Course on Research Methodology from 5-5-2020 to 11-5-2020 organised by Grabs Educational Charitable Trust And TAIF and Obtained **GRADE 'A'** in examination.
5. Participated in 5 Days International Seminar (Webinar Series) on "Research Methodology" organized by Srinivas University, Mangaluru from 01-06-2020 to 05-06-2020.

#### **Seminars/Workshops organized (if any)**

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- Convener of National Level Conference organised at Poornaprajna College, Udupi in April 2019

#### **Members of BOS/BOE (Current and previous)**

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- BOS (UG) member (2004-2007)
- BOE (UG) Member (2004 - 2007)

#### **Additional Information**

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1. Question paper setter of various subjects of B.Com and BBA degree examinations of Mangalore University.
2. Question paper setter of various subjects of MBA and other Management Courses of Sikkim Manipal University.
3. Project Guide for BBM and MBA students of Mangalore University, Mysore University, Sikkim Manipal University.
4. Question paper setter of various subjects of BBA degree examinations of Yenepoya University, Mangalore.

5 Registered Project Guide of Sikkim Manipal University.  
Reg. ID : MBAFLEXKA 1283.