



Name: Dr. Naveen Kumar M S

Designation: Assistant Professor

Specialization: HR and OB

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Qualification

M.B.A., Ph.D., M.Com., PGDHRM, KSET-management And Commerce.

Work Experience

Teaching - 10 years
Corporate - 1 year

Courses Facilitated

B.Com., B.B.M., B.M.S.

Member on Committees / Editorial Boards

NA

Professional Memberships

NA

Career Summary

Worked at Accenture Services Private Limited as Process Associate in Accounts Payable Department.

Started my career as faculty Vishwakavi Kuvempu First Grade and worked there for 5 years. worked as Head of the Department for 3 years in the same, leading the team of 20 Employees.

Currently associated with Jain (Deemed-to-be University) for the last 2 years approximately.

Research Interest

HR and OB

Research Publications

Patents

1. "Customer Food Feedback Analysing Device"

Application Number - 352788-

001, Journal date: 24/Dec/2021 Journal No: 51/2021

<https://search.ipindia.gov.in/IPOJournal/Journal/ViewJournal>

Page num: 64639

2. "Customer perception and satisfaction towards electronics products in e-commerce websites"

Application No - 202221049336 A, Journal date: 09/12/2022,

Journal No. 49/2022

<https://search.ipindia.gov.in/IPOJournal/Journal/ViewJournal> (Page 77690)

Research papers

1. Research Paper entitled "Stress And Its Effects on Express Route Bus Drivers of Karnataka State Road Transport Corporation" with Associated Asia Research Foundation- *International Research Journal of Human Resources & Social Sciences*, Published in Volume:4, Impact Factor: 5.414, Issue: 5, Month: May, Year:2017 with ISSN (O) 2349-4085, ISSN (P) 2394-44218.

2. Research Paper entitled **“Challenges For Rural Girl Students In Higher Education: A Study in Mysuru District”** at *International Journal of Emerging Technologies and Innovative Research*, Published in Volume:5, Issue: 5, Month: May, Year:2018 with ISSN: 2349-5138 UGC Approved (Journal No:43602) & 5.87 Impact Factor. <https://www.jetir.org/papers/JETIR1805912.pdf>
3. Research Paper entitled **“Entrepreneurial Challenges: Women Entrepreneurs’ Perspectives In Mysuru”** at *International Journal of Emerging Technologies and Innovative Research*, Published in Volume:5, Issue:12, Month: December, Year:2018 with ISSN: 2349-5138 UGC Approved (Journal No:43602) & 5.87 Impact Factor. <https://www.jetir.org/papers/JETIR1812D09.pdf>
4. Research Paper entitled **“Stress and its Effects on Psychological Health of the Bus Drivers – A Study Karnataka State Road Transport Corporation”** at *International Journal of Emerging Technologies and Innovative Research*, Published in Volume:6, Issue: 1, Month: January, Year:2019 with ISSN: 2349-5162 UGC Approved (Journal No:63975) & 5.87 Impact Factor. <https://www.jetir.org/download1.php?file=JETIR1908A28.pdf>
5. Research Paper entitled **“Stress And Its Effects On Physical Health of the Express Route Bus Drivers – A Study In Karnataka State Road Transport Corporation”** at *International Journal of Research and Analytical Reviews*, Published in Volume:6, Issue: 1, Month: May, Year:2019 with ISSN: 2349-5138 UGC Approved (Journal No:43602) & 5.75 Impact Factor. <https://www.jetir.org/download1.php?file=JETIR1908A28.pdf>
6. Research Paper entitled **“Work-Life Balance Among Private Hospital Nurses – A Study In Mysuru City”** at *International Journal of Emerging Technologies and Innovative Research*, Published in Volume:5, Issue: 2, Month: June, Year:2018 with ISSN: 2349-5162 UGC Approved (Journal No:63975) & 5.75 Impact Factor. https://ijrar.org/viewfull.php?&p_id=IJRAR19D1789
7. Research Paper entitled **“Ethical Practices in Indian Advertisement – A Study on Consumer Goods and Telecommunication Services”** at *International Journal of Research and Analytical Reviews*, Published in Volume:6, Issue: 1, Month: April, Year:2022 with ISSN: 2349-1269 Impact Factor -7.17 https://ijrar.org/viewfull.php?&p_id=IJRAR22B1038
8. Research Paper entitled **“Psychological Factors And Pre-**

	<p>Investors Stock Investment Decision –An Empirical Analysis” at <i>Journal of Asiatic Society of Mumbai</i>, ISSN: 0972-0766, UGC CARE Approved, Peer-Reviewed and Referred Journal, Vol. : XCV, No:22, 2022</p> <p>9. Research Paper entitled “Effects Of The Performance Review Process At Educational Institutions” at <i>Journal of Business, Management and Economics Engineering</i>, ISSN: 2669-2481 / eISSN: 2669-249X, 2022 Volume 20 Issue 2, https://doi.org/10.5281/zenodo.7135034</p> <p>10. Research Paper entitled Effects Of Consumer Behaviour On Green Marketing – A Study On FMCG Sector In Karnataka State, <i>Korea Review Of International Studies</i> ISSN - 1226-4741 Volume 15 Issue 39 Oct 2022 https://kristudies.org/volume-15-issue-39-october-2022/</p> <p>11. Research Paper entitled “Exploring The Factors Influencing Online impulse Buying Behavior Of Fashion Products” <i>International Journal of humanities, Law and Social Sciences</i>, Published by New Archaeological & Genological Society Kanpur India, ISSN 2348-8301, Volume 10, Issue I(F) 2023.</p> <p>12. Research Paper entitled “A Study in Rural Areas of Southern Karnataka Districts in Dairy Farming Challenges Faced by the Entrepreneurs.” In S. Singh, S. Rajest, S. Hadoussa, A. Obaid, & R. Regin (Eds.), <i>Data-Driven Decision Making for Long-Term Business Success</i> (pp. 264-277). IGI Global. https://doi.org/10.4018/979-8-3693-2193-5.ch018</p>
Articles / Case Studies	0
Consultancy / Projects	0
Books / Chapters	<ol style="list-style-type: none"> Employee Performance is a Contemplation of Organisational CSR Policies-From the Perspective of Intrapreneurs,189-196 <i>Entrepreneurship and Human Resource Management: Eureka Publications</i> ISBN: 978-93-91260-28-6, 2022 Drivers Of Green Buying Behaviour - A Theoretical Framework, 45-51 <i>Recent Advances in Finance, Business Management and Technology</i>, Edition 1, Rubicon Publication England. ISBN: 978-1-913482-23-7 August 2022 Book - Investments in Stock Markets – Publisher – Sapna Book Houe, ISBN – 978-93-5456-391-1

<p>Activities</p>	<p>0</p>
<p>Recognition / Awards</p>	<p>Best paper Awards – 4</p> <ol style="list-style-type: none"> 1. <u>1st Place</u> Presented a paper on “Challenges for Rural Women Entrepreneurs – A Study in Southern Karnataka Districts” in the Virtual International Conference held on 16 Dec 2021 organised by Faculty Research Cell – Samshodhana in association with Student Research Development Cell - Shodha, School of Commerce, JAIN (Deemed-to-be University), Bengaluru. 2. <u>3rd Place</u> Presented a paper on “CSR And Entrepreneurial Performance –From The Perspective Of Intrapreneurs: An Impact Analysis” in the Virtual International Conference held on 16 Dec 2021 organised by Faculty Research Cell – Samshodhana in association with Student Research Development Cell - Shodha, School of Commerce, JAIN (Deemed-to-be University), Bengaluru. 3. <u>1st Place</u> Presented a paper on “Stress In The Driving Profession – A Study On Private Bus Drivers In Selected Districts Of Karnataka” in the Virtual International Conference held on 17th to 26th January 2022 organised by Student Research & Development Cell (SRDC) – VIDHYANIDHI In Association with Faculty Research Cell – GYANIDHI Centre for Management Studies, JAIN (Deemed-to-be University), Bengaluru 4. <u>2nd Place</u> Presented a paper on “Dairy Farming Challenges Faced by The Entrepreneurs – A Study In Rural Areas of Southern Karnataka Districts” in the Virtual International Conference - A Virtual International Conference On Sustainable Entrepreneurship: Rethink, Redesign & Redefine held on 10th October 2022 Organized by Faculty Research Cell – SAMSHODHANA.

**Seminar
Conferences
Attended**

Conferences –

1. Participated in one day National Level conference on “Economic Policies and Natural Disasters in India” organized by Vidyavardhaka First Grade College, PG Centre Department of Studies in Commerce, Mysuru held on 04th October 2019.
2. Participated in the Virtual International Conference held on 16 Dec 2021 organized by Faculty Research Cell – Samshodhana in association with Student Research Development Cell - Shodha, School of Commerce, JAIN (Deemed-to-be University), Bengaluru.
3. Participated in the Virtual International Conference held on 16 Dec 2021 organized by Faculty Research Cell – Samshodhana in association with Student Research Development Cell - Shodha, School of Commerce, JAIN (Deemed-to-be University), Bengaluru.
4. Participated in the Virtual International Conference held on 17th to 26th January 2022 organised by Student Research & Development Cell (SRDC) – VIDHYANIDHI In Association with Faculty Research Cell – GYANIDHI Centre for Management Studies, JAIN (Deemed-to-be University), Bengaluru
5. Participated in the Virtual International Conference held on 30th September 2021 organised by Faculty Research Cell – Samshodhana, School of Commerce, JAIN (Deemed-to-be University), Bengaluru.
6. Participated in the International Entrepreneurship Summit ‘AVLOKAN 2.0’ 2022 titled “Beyond Sustainability – Trends in Regenerative, Socially Responsible, Community Ventures” from 10th – 12th & 17th – 22nd January 2022 organised by Faculty Research Cell – Gyanidhi and SRDC – Vidhyanidhi, CMS, JAIN (Deemed-to-be University)
7. Participated in the e-keynote session by Dr. David Aaker (Father of Modern Branding, Alumnus: MIT Sloan School of Management & Stanford University, Creator of the Aaker Model, Professor (Emeritus): University of California, Haas School of Business, Berkeley, Vice Chairman: Prophet, USA) in the International Entrepreneurship Summit ‘AVLOKAN 2.0’ 2022 titled “Beyond Sustainability – Trends in Regenerative, Socially Responsible, Community Ventures” on 22nd January 2022 organized by Faculty Research Cell – Gyanidhi & SRDC- Vidhyanidhi, CMS, Jain (Deemed-to-be University).
8. Participated in the e-keynote session Dr. Bruce Kingma (Professor Entrepreneurship: Syracuse University & Martin J. Whitman School of Management, USA) in the International Entrepreneurship Summit ‘AVLOKAN 2.0’ 2022 titled “Beyond Sustainability – Trends in Regenerative, Socially Responsible, Community Ventures” on 20th

January 2022 organised by Faculty Research Cell – Gyanidhi & SRDC- Vidhyanidhi, CMS, Jain (Deemed-to-be University)

9. Participated in the keynote session by Dr. Jay Rao (Professor of Strategy & Innovation: Babson College, USA, Founder: Inno Quotient, Barcelona) & Dr. Allan R Cohen (Alumnus: Harvard Business School Professor (Emeritus): Babson College, USA) in the International Entrepreneurship Summit 'AVLOKAN 2.0' 2022 titled "Beyond Sustainability – Trends in Regenerative, Socially Responsible, Community Ventures" on 19th January 2022 organised by Faculty Research Cell – Gyanidhi & SRDC- Vidhyanidhi, CMS, Jain (Deemed-to-be University).
10. Participated in the keynote session by Dr. Robert D. Hisrich (Bridgestone Chair of International Marketing, Kent State University, USA) in the International Entrepreneurship Summi 'AVLOKAN 2.0' 2022 titled "Beyond Sustainability – Trends in Regenerative, Socially Responsible, Community Ventures" on 18th January 2022 organized by Faculty Research Cell – Gyanidhi & SRDC- Vidhyanidhi, CMS, Jain (Deemed-to-be University).
11. Participated in the keynote session by Gary Stewart (Founder and CEO: Founder Tribes, Inaugural Lecturer of Entrepreneurship of the Tsai Leadership Program at Yale Law School, Yale University, UK) in the International Entrepreneurship Summit 'AVLOKAN 2.0' 2022 titled "Beyond Sustainability – Trends in Regenerative, Socially Responsible, Community Ventures" on 17th January 2022 organized by Faculty Research Cell – Gyanidhi & SRDC- Vidhyanidhi, CMS, Jain (Deemed-to-be University)
12. Participated in the keynote session by Juan Manuel Gonzalez (Alumnus: Stanford University, CEO: Teach for Mexico, Mexico) in the International Entrepreneurship Summit 'AVLOKAN 2.0' 2022 titled "Beyond Sustainability – Trends in Regenerative, Socially Responsible, Community Ventures" on 21st January 2022 organized by Faculty Research Cell – Gyanidhi & SRDC- Vidhyanidhi, CMS, Jain (Deemed-to-be University).
13. Participated in the International Panel Discussion in the International Entrepreneurship Summit 'AVLOKAN 2.0' 2022 titled "Beyond Sustainability – Trends in Regenerative, Socially Responsible, Community Ventures" on 22nd January 2022 organized by Faculty Research Cell – Gyanidhi & SRDC- Vidhyanidhi, CMS, Jain (Deemed-to-be University).
14. Participated in the Virtual International Conference - **A Virtual International Conference On Sustainable Entrepreneurship: Rethink, Redesign & Redefine** held on 10th October 2022 Organized by Faculty Research Cell – SAMSHODHANA.
15. Participated in Virtual HR Conclave on "**Role of Artificial Intelligence in Developing Future Competencies in HR**" organized by School of Management, Presidency University, Bengaluru on 23rd June, 2023.

Seminars

1. Participated in Two Day National Level Seminar on **“IND-AS: A Road Map for IFRS in India”**
held on 18th and 19th March 2016 and Vidya Vardhaka First Grade College, Mysuru.
2. Participated in One Day National Level Seminar on **“Issues and Challenges of Global Workplace”- Destination 2020** at Basudev Somani College, Mysuru held on 5th May 2016.
3. Participated in one day National Level Seminar on **“Green Finance for Sustainable Development: Challenges and Opportunities”** organized by Vidyavardhaka First Grade College, PG Centre Department of Studies in Commerce, Mysuru held on 09th February 2019.
4. Participated in one day National Level Seminar on **“ Research and Publishing”** organized by Yuvarajas’s College (Autonomous) University of Mysore, Mysuru held on 23rd March 2019
5. Participated in one day National Level Seminar on **“ Indian Foreign Policy: Continuity and Change in 21st Century”** organized by Maharaja’s College, Dept. of International Relations in Collaboration with Vidyavardhaka Law College, Mysuru held on 25th March 2019.
6. Participated in a one-day National Level Seminar on **“Women Empowerment and Economic Development in India – The Road Map Ahead”** organized by Sri K. Puttaswamy First Grade College, Mysuru held on 11th October 2019.
7. Participated in a one-day national seminar on **“Ethical Dimension in Business and Management: Conceptual vs. Reality”** organized by Vidyavardhaka Frist Grade College, PG Centre and IQAC, Mysuru held on 7th March 2020.

State-level seminars

1. Participated in one day State Level Seminar on **“New Vistas in Social Science Research: Issues and Challenges”** organized by Vidyavardhaka First Grade College, PG Centre Department of Studies in Commerce, Mysuru held on 19th October 2019.