

<b>Name</b>	Rashmi B H
<b>Designation</b>	Asst. Professor
<b>Qualification</b>	M.Com, M.Phil, K-SET, (PhD.)
<b>Email id</b>	rashmideepak80@gmail.com
<b>Years of Experience*</b>	14

### Professional Qualification

Name	Programme	Institution/University	Year of Passing
PG	M.Com	Central College, Bangalore University	2003
Graduation	BBM	NMKRV Jayanagar, Bangalore	2001

### Publications (Articles/ Books/ Chapters)

Sl. No.	Title	Name of Periodical/ Book/ Publisher/ Place	ISBN No	Month/ Year/ Date
1.	A Study of Customer Behaviour in Shopping Malls	National level conference proceedings held at Tumkur University, Tumkur	ISBN 978-81-935319-2-1	27 <sup>th</sup> & 28 <sup>th</sup> Nov 2017
2.	Strategy to reduce risk in shopping malls through customer loyalty	National conference proceedings held at St. Claret College, Bangalore	ISBN 978-93-5267-852-5	26 <sup>th</sup> Oct 2016
3.	Impact of Leverage on the Capital Structure practices of selected Automobiles Companies in India	Imperial Journal of Interdisciplinary Research, Vol 2, Issue 5, pp1893-1901	ISSN 2454-1362	2016
4.	Factors influencing customer behaviour and its impact on loyalty towards shopping malls of Bangalore City	IJERM, Vol 6, Issue 7, pp 1-14	Online ISSN 2249-2585 Print ISSN 2249-8672	July 2016
5.	A Comparative Study on the impact of Working Capital Management on fund's liquidity and profitability of selected IT Companies	International Journal of Exclusive Global Research, Vol 1, Issue 7, pp-1-8	Online ISSN 2456-2076	July 2016
6.	Strategy to reduce risk in shopping malls through customer strategy	Proceedings of St. Claret College, first edition 2017	ISBN: 978-93-5267-852-5	October 2016
7.	Microfinance in Empowerment of the women: Case study pertaining to Samasta microfinance	Proceedings of Gurushree College of Commerce and Social work, Tumkur	ISBN:978-93-5258-524-3 First Edition: 2016 Pg. No.190-198	16 <sup>th</sup> March 2016

8.	The impact of Physical Environment on Customer Satisfaction in shopping malls	National Conference organized by St. Claret College, Bangalore	ISBN: 978-93-5254-016-7 First Edition: 2015, Pg. No.08-16.	20 <sup>th</sup> October 2015
9.	Mobile-ONE for effective E-Governance in Karnataka'	National Conference in Tumkur University, Tumkur	ISBN:978-93-84262-06-8	12 <sup>th</sup> and 13 <sup>th</sup> February 2015

### Papers Presented

Sl. No	Title of the Paper	Name of Conference/ Seminar/ Symposium	Organized by	Regional/National/ International	Date
1	Impact of Social media on mall business and growth	People Connect-Networking for sustainable Development	St. Claret College, Bangalore	International conference	Nov 10 <sup>th</sup> 2017
2	A Study of Customer Behaviour in Shopping Malls	Managing Evolving Trends of Indian Economy – A new outlook	Tumkur University, Tumkur	National	27 <sup>th</sup> & 28 <sup>th</sup> Nov 2017
3	Micro-finance in Empowerment of the women: Case study pertaining to Samasta microfinance	Public welfare Schemes 2015: Role of Social Work and Commerce in Transforming India	Gurushree College of Commerce and Social work, Tumkur	National Conference	16 <sup>th</sup> March 2016
4	The impact of Physical Environment on Customer Satisfaction in shopping malls	Issues and Challenges of Commerce and Management	St. Claret College, Bangalore	National Conference	20 <sup>th</sup> October 2015
5	Dynamics of Entrepreneurship for sustainable development	Dynamics of Entrepreneurship for sustainable development	Sree Venkateshwara College of Science and Management studies	National Seminar	7 <sup>th</sup> October 2015
6	Customer opinion on Shopping Malls	Emerging Trends and Challenges in Commerce and Management	AIMS School of Commerce, Peenya, Bangalore	National Conference	16 <sup>th</sup> April 2015
7	Customer loyalty as a strategy to reduce	Strategies for Managing VUCA and Enhancing	PES University, Bangalore	International Conference	6 <sup>th</sup> & 7 <sup>th</sup> March 2015

	risks in Shopping Malls	Productivity in the present Business Environment			
8	Mobile-ONE for effective E-Governance in Karnataka	Innovation – an engine for inclusive growth and sustainable development	Tumkur University, Tumkur	National Conference	12 <sup>th</sup> and 13 <sup>th</sup> February 2015
9	TQM in Higher Education : the ISO 9001 way	Towards an Inclusive Higher Education in India : Access, Equity and Quality	St. Claret College, Bangalore	National conference	7 <sup>th</sup> and 8 <sup>th</sup> November 2013
10	Study of E-Tailing in India	Convergences & Cross-Currents in Management and Information Technology	Seshadripuram College, Yelahanka, Bangalore	International Seminar	14 <sup>th</sup> and 15 <sup>th</sup> Feb 2013
11	Managing Knowledge Workers in E-World	Knowledge Economy Paradigm – Panacea for Organisation	Soundarya Institute, Hessaraghatta Road	National seminar	3 <sup>rd</sup> Mar 2012
12	Launching Pad for Young Entrepreneurs	Business Education – Present and Future	MLA Academy, Malleswaram	National Conference	10 <sup>th</sup> and 11 <sup>th</sup> Feb 2012

### Conferences/Seminars Attended

Sl. No	Name of the Conference/ Seminar	Organized by	Regional/National/ International	Date
1	FDP on Goods & Services Tax	VVN Degree College	Regional	10 <sup>th</sup> Feb 2017
2	FDP for St. Claret college	Christ University	Regional	27 <sup>th</sup> & 28 <sup>th</sup> June 2016
3	Changing Dimensions of Corporate Reporting in India under IFRS Regime	Jointly organized by Dept. of commerce, BU and ICAI in Jnana Jyothi Auditorium, Bangalore	National Seminar	23 <sup>rd</sup> April 2015
4	Contemporary Issues in Business	Seshadripuram Academy of Business Studies, Kengeri, Bangalore	National Conference	23 <sup>rd</sup> Feb 2013
5	UGC seminar on “Karnataka Global Tourist Destination”	Maharani’s College	National Seminar	3 <sup>rd</sup> and 4 <sup>th</sup> Feb 2012

6	UGC seminar on “Human rights and gender issues”	Govt. First Grade College, Vijaynagar, Bangalore	Regional	Feb 2011
7	Seminar on “Moral and ethical values in education”	Ramakrishna Math, Bangalore	Regional	May 2009
8	Conference on “Inclusive Education and Development”	BUCTA	Regional	Oct 2008

### Workshops/FDP/Training Programme Attended

Sl. No	Name of Workshop	Organized by	Institutional/ Regional/ National/ International	Date
1	One day workshop on GST-A Practical Approach-Encompasses University Prescribed Syllabus	Surana Degree College, Peenya, Bangalore	National Workshop	17 <sup>th</sup> August 2017
2	Faculty Study Circle on GST-Concepts, Issues and Impact	SSMRV College, Bangalore	Institutional Level	26th July 2017.
3	One day Workshop on Re-orientation of V semester B.Com and BBM syllabus of Bangalore University	Bangalore University	Regional	21 <sup>st</sup> June 2014
4	One day Workshop on Choice based credit system and Re-orientation of I Semester BBM syllabus of Bangalore University	Bangalore University	Regional	25 <sup>th</sup> July 2014
5	One day workshop on Bangalore University syllabus of MBCA	St. Claret College, Bangalore	Institutional	23 <sup>rd</sup> Aug 2013
6	Research Methodology & Introduction to SPSS	Tumkur University, Tumkur	National Workshop	16 <sup>th</sup> and 17 <sup>th</sup> Feb 2013
7	Training on ISO 9001:2008	Global Quality Services	Institutional	Feb 2011
8	Restructuring on B.Com/BBM courses	BUCTA	Regional	Aug 2009

**(Membership in Boards, Associations; Awards and Special Achievements)**

**Consultancy Services (Question Paper Setting)**

<b>Sl No.</b>	<b>Topic of Workshops/ Guest Lectures/ Seminars/ symposium conducted</b>	<b>Institution/ Organization</b>	<b>Date</b>
<b>1</b>	Retail Management (VI Sem Intg. MBA)	Rai Technology University	May 2017
<b>2</b>	Banking and Insurance (IV Sem Intg. MBA)	Rai Technology University	Nov 2016
<b>3</b>	Cost Accounting and Management Accounting	Rai Technology University	Dec 2015
<b>4</b>	Business Maths & Statistics-II	Rai Technology University	Dec 2015
<b>5</b>	Management Principles & Application	Rai Technology University	January 2015
<b>6</b>	Organizational Behaviour	Rai Technology University	January 2015
<b>7</b>	Business Maths & Statistics	Rai Technology University	January 2015
<b>8</b>	Business Accounting	Rai Technology University	January 2015
<b>9</b>	Business Maths & Statistics-II	Rai Technology University	June 2015
<b>10</b>	Research Methodology & Quantitative Techniques	Rai Technology University	June 2015
<b>11</b>	Cost Accounting and Management Accounting	Rai Technology University	June 2015