Tunga Vidyavardhaka Sangha ®

Tunga Mahavidyalaya

Anandagiri, Thirthahalli – 577432, Shivamogga (D)

NAAC Reaccredited with Grade B(Affiliated to Kuvempu University)

Internal Quality Assurance Cell

Website: www.tungamahavidyalaya.in email: tunga.degreecollege@gmail.com

Name	:	Dr. Deepa L
Designation	:	Assistant Professor
Department	:	Commerce
E-mail id	:	deeparaj.rajeev@gmail.com

Working at Tunga Mhavidyalaya College since : 1st July 2021

Currently held Positions/Offices.

- Assistant Professor, Department of commerce.

Previously held positions/offices (Mention with year, institution)

- Women empowerment cell, Suvarna Ladies hostel Coordinator, SC/ST cell, Uniform Committee Coordinator(3 years)
- IQAC- Criteria 7 Coordinator. (3 years)

Educational Qualification

- Doctor of Philosophy (Ph. D.) from Department of Post Graduate Studies and Research in Commerce, Kuvempu University, Shankaragatta, Shimoga District under the Supervision of Assistant Professor Dr. Giridhar K.V, in the year 2019.
- Master of Philosophy in commerce (M. Phil.) from Vinayaka Mission University, Salem, Tamilnadu, in the year 2009, with 67% of Marks.
- Post Graduation in Commerce from Kuvempu University, in the year 2004, with 66.9 % of marks.
- Graduation in Commerce from Kuvempu University, in the year 2002 with 65.00 % of marks

Work Experience

- **1 year experience in GFGC college in koppa and N.R. Pura**
- **13 years' experience in Sahyadri commerce college Shimoga**

Areas of Interest (Academic)

- **Accounting and Business Taxation.**
- **Management accounting.**

Certificate Courses

- 7 Days virtually organized NAAC criteria based international level **Faculty Development Program** from 25 th to 31 st August 2021 , organized by Seshadripuram Institution of commerce and Management Bangalore.

- **Faculty Induction Programme** from 22nd September to 19th October 2022 and obtain Grade A+. It was organized by Teaching and Learning center Ramanujam college University.

- **Refresher Course** in Commerce from September 24, 2024, to October 9, 2024, at the Malaviya Mission Teaching Training Centre, University of Mysore, and obtained an A Grade.

Expertise

- Preparation of question papers for Kuvempu University.

Awards/Achievements

- Doctor of Philosophy (Ph. D.) from Department of Post Graduate Studies and Research in Commerce, Kuvempu University, Shankaragatta, Shimoga District under the Supervision of Assistant Professor Dr. Giridhar K.V, in the year 2019.

Research Publications

1. **"Celebrity Endorsement and its Impact on Buying Behaviour of College Students: A Study in Shivamogga City",** International Journal of Research in Social Sciences, Volume - 8 Issue - 2, February 2018, pp. 194 – 203, **ISSN: 2249-2496, Impact Factor: 7.081**

2. **"A Study on Impact of Celebrity Endorsed Ads on Consumers: A Study in Shimoga City."** International Journal of Advanced Research (IJAR), 6(1), February 2018 pp. 636-640, ISSN: 2320-5407.

3. **"Impact of Celebrity Endorsement on Rural Consumers: A Case Study of Shimoga District."** Indian Journal of Applied Research, Volume - 8, Issue – 2, February 2018, pp. 401 -403, | ISSN - 2249-555X | IF : 5.397 | IC Value : 86.18.

Book Chapters/Conference proceedings

1. **"Micro Finance for Self Help Groups and Entrepreneurship – A Case Study of Shimoga City."** Proceeding of National Conference on 'Renewing Business Trends in Post Recessionary Economy' Organised by Institute of Management Studies and

Research, Kuvempu University, on 18th and 19th March, 2011, Excel India Publishers, First Impression: 2011, ISBN: 978-93-81361-19-1.

2. **"A Study on the Role of Celebrity Endorsement on Consumer Durables in Print Media."** Proceedings of Two Day National Conference on 'Indian Business Scenario and Jobless Growth – Concerns and Solutions,' Organised by Institute of Management Studies and Research, Kuvempu University, on 10th and 11th May, 2012, Himalaya Publishing House, First Edition – 2012, pp. 152 – 155, ISBN: 978-93-5051-836-6.

3. **"KPO A Step Ahead of BPO: A study on Factors Fuelling Growth of KPO and its Future."** Proceedings of National Conference on 'Entrepreneurship and Business Development in India' Organised by Kousali Institute of Management Studies, Karnatak University, Dharwad, Excel India Publishers, First Impression: 2012, ISBN: 978-93-82062-50-9.

4. "**A Study on Green HRM policies and practices"** International Journal In Management And Social Science, Volume 10, Issues 10 October 2022, pp.52 – 60, ISSN: 2321-1784 Impact Factor 7.088.

5. One research article paper entitled **"Customer Perception Towards Loyalty Cards with Reference to Shimogga city"** was published in An UGC –CARE Approved Group -2 Journals(An ISO:7021-2008 Certified Journal. Volume 10, Issues 8, Auguest-2023).

6. **"Role of Artificial Intelligence in Social Media for development of Start-ups and Entrepreneurship in India"** IJCRTBU02005 © 2026 IJCRT | Volume 14, Issue 5 May 2026 | ISSN: 2320-2882]

Research Publications:

• International Journals	03
• National Journals	01
• National Conferences	03
• Articles in Edited Volumes	04
• Workshops/Seminars/ Conferences/Webinars attended	15

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1.	**Name :**	Dr. Deepa L		
2.	**Designation :**	Assistant Professor		
3.	**Department :**	Commerce		
4.	**Date of Joining Institution(D/M/Y) :**	01-05-2021		
5.	**E-mail id:**	deeparaj.rajeev@gmail.com		
6.	**Mobile Number :**	9986775356		
7.	**Qualification :**	UG	PG	PhD
		B com	M com	Commerce
8.	**Total Experience in Years :**	Teaching	Industry	Research
		15 years	Nil	7 years
9.	**Research Publications :**	State	National	International
		Nil	1	4
10.	**Papers Presented in Conferences :**	State	National	International
		0	3	0
11.	**Conference/Seminars/ Workshop/Webinars**		Attended	Organised
		State	2	0
		National	13	0
12.	**PhDs / Projects Guided :**	PhDs	Projects at Master Level	"A STUDY ON ROLE OF CELEBRITY ENDORSEMENT ON BRAND BUILDING IN INDIAN CONTEXT."
13.	**Present Address :**	Tunga Mahvidyalaya Anandagiri Thirthahalli		

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