Name : **Dr. Prashantha**

Designation : **Assistant Professor & HoD**

Department : **Commerce**

E-mail id : **prashi.smg@gmail.com**

Working at Tunga Mhavidyalaya College since : 01-07-2021

Currently held Positions/Offices

- HoD, Department of Commerce.
- Assistant Professor. Department of Commerce,
- Placement Officer
- Coordinator of Career Guidance Cell
- Coordinator for Alumni Committee
- Member of Discipline Committee
- Member of Admission Committee
- Member of Exam Committee
- Member of Uniform Committee
- Member of Sports Committee

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

- Head of the Department, Department of Commerce. (for 6 years)
- NSS Coordinator(for 3 years)
- Student Welfare officer. (for 1 years)
- Placement Officer. (for 1 years)
- Coordinator of Commerce Club (for 2 year)
- Coordinator of Cultural Club (1 Year)
- Coordinator of Career Guidance Cell (1 Year)
- Coordinator of Tunga Taranga (1 Year)
- Coordinator of Admission Committee (2 Year)
- Coordinator of Nisarga Sangha (1 Year)
- Co-oridinator, KSOU Study Centre (2 Year)
- Co-oridinator, UUCMS (2 Year)
- Co-ordinator, E-governance (1 Year)
- Co-ordinator of Exam Committee (1 Year)

Educational Qualification

Name of the Degree	University/ Institution	Month/ year of Degree Awarded	Remarks
Ph.D.	University of Mysore	October - 2017	Topic: “Evaluation of Government Health Insurance Schemes for Workers of Unorganised Sector in Karnataka”
M. Com	Kuvempu University	August - 2008	Accounting and Taxation
UGC-SRF	UGC	June - 2015	Commerce
NET/JRF	UGC	June - 2011	Commerce
NET	UGC	December -2011	Commerce
B.Com	Kuvempu University	July – 2009	Commerce

Work Experience

Period	Designation	University / Institution
From 01-07-2021	Assistant Professor	Department of Commerce, Tunga Mahavidyalaya, Anandagiri, Thirthahalli - 577432.
01-07-2018 to 30-06-2021	Lecturer	Department of Post Graduate Studies and Research in Commerce, Kuvempu University, Shankaraghatta - 577451
01-07-2017 to 30-06-2018	Lecturer	Department of Commerce and Management, Sahyadri Commerce and Management College, Shimoga - 05
03-06-2014 to 30-06-2017	JRF and SRF	Department of Studies in Commerce, University of Mysore, Mysore - 05
21-02-2012 to 30-05-2014	Lecturer	Department of Commerce, Sahyadri Arts and Commerce College, Shimoga - 05
1-06-2011 to 30-04-2012	Lecturer	Department of Commerce and Management, Government First Grade College, Shikaripura

Areas of Interest (Academic)

- **Taxation, Banking, Marketing, Cost Accounting etc..**

Expertise

- Coaching for NET/SLET exam.

Awards/Achievements

- UGC-Junior Research Fellow
- UGC – Senior Research Fellow

Research Publications (bibliographic information)

1. Prashantha (2012) "Customer Relationship Management – Winning Edge Tools of Marketers", International Journal of Business, Management & Social Science, Choice College of Arts & Commerce. ISSN: 2249-7463.
2. Prashantha (2012) "Performance of Indian Commercial Banking Under Globalized Scenario – A Study", International Journal of Commerce, Business and Social Sciences, Jai Hind Education Society. ISSN: 2277-9310.
3. Prashantha (2013) "Customer Perception towards Internet Banking – With Special Reference to SBM, Shankargatta", South Asian Academic Research Journals on Banking & Insurance Research, South Asian Academic Research Journals. ISSN: 2319-1422.
4. Prashantha (2013) "A Study on Future and Option in Derivative Market with Special Reference to ITIFCL, Shimoga", International Journal of Business Management & Social Sciences, Choice College of Arts & Commerce. ISSN: 2249-7463.
5. Prashantha (2013) "Interim Report Impact on Stock Price – A Comparative Study", Academicia: An International Multidisciplinary Research, South Asian Academic Research Journals. ISSN: 2249-7137.
6. Prashantha (2013) "Impact of FIIs on Indian Stock Market", International Journal of Multidisciplinary Research, Jai Hind Education Society. ISSN: 2277-9302.
7. Prashantha (2014) "Performance of Pradhan Mantri Jan Dhan Yojana: Reach to Unreached Segment", International Journal of Multidisciplinary Research, Jai Hind Education Society. ISSN: 2277-9302.
8. Prashantha (2014) "Management of Non-Profit Organisation: Issues & Challenges", International Journal of Commerce, Business and Social Sciences, Choice College of Arts & Commerce. ISSN: 2249-7463.
9. Prashantha (2015) "Work-Life Balance of Women Employees: A Conceptual Study", International Journal of Management Contemplations, Jai Hind Education Society. ISSN: 2348-1641.
10. Prashantha (2015) "Performance of Yeshasvini Health Insurance Scheme in Karnataka", International Journal of Multidisciplinary Research, Jai Hind Education Society. ISSN: 2277-9302.
11. Prashantha (2016) "Awareness and Satisfaction Level of Public towards Health Insurance Schemes in Mysore District", Indian Journal of Applied Research. ISSN: 2249-555X.
12. Prashantha (2015) "Public and Private Health Insurance Schemes in India – A Comparative Study", International Journal of Business Intelligence & Innovations, Glow Plus Publisher. ISSN: 2348-4705.
13. Prashantha (2016) "Awareness Level of Yeshasvini Health Insurance Scheme – A Study", Indian Journal of Applied Research. ISSN: 2249-555X.
14. Prashantha (2016) "A Comparative Study on Cost of Arecanut Cultivation in Malnad and Non-Malnad Region in Karnataka", International Journal of Agricultural Science and Research. ISSN: 2250-0057.

15. Prashantha (2017) “Awareness and Perception of BPL Households towards Vajpayee Arogyashree Scheme in Karnataka – A Study”, IOSR Journals. Publisher: IOSR Journals.
16. Dr. Prashantha (2019) “Atal Pension Scheme for Workers of Unorganised Sector – An Empirical Study”, International Journal of Research and Analytical Reviews. E-ISSN: 2348-1269; ISSN: 2349-5138.
17. Dr. Prashantha (2019) “Customers' Perception towards E-Banking Technologies – An Empirical Study”, International Journal of Research and Analytical Reviews. E-ISSN: 2348-1269; ISSN: 2349-5138.
18. Dr. Prashantha (2019) “Ayushman Bharat – Arogya Karnataka Health Insurance Scheme for the Poor in Karnataka – An Empirical Study”, International Journal of Research and Analytical Reviews. E-ISSN: 2348-1269; ISSN: 2349-5138.
19. Dr. Prashantha (2019) “Personal Financial Management Practices Among Residents of Shivamogga District – An Empirical Study”, International Journal of Research and Analytical Reviews. E-ISSN: 2348-1269; ISSN: 2349-5138.
20. Dr. Prashantha (2025) “Awareness and Perception of Tax Payers towards Goods & Service Tax – A Study”, JNNCE Journal of Engineering & Management, May 2025. ISSN: 2582-0079. Impact Factor: 1.395.

Book Chapters/Conference proceedings(bibliographic information)

Published in Conference Proceedings					
1	Customer Relationship Management Practices in the Indian Banking Sector – An Empirical Study	Government College for Women, Mandya	Transforming India in the 21st Century	ISBN – 978-81-92361 9-5-6	2015
2	Rashtriya Swasthya Bima yojana Health Insurance Scheme in Karnataka – A conceptual Study	St Aloysius Collee, Managalore	2nd international Conference		2016

Paper presented in conferences/seminars(bibliographic information)

Details of Conference/Seminar/Workshops Attended					
Sl. No	Conference Name	Name of the organizer	Year	Duration in Days	Presented Paper
International Level conference/Seminar					
01	International research conference on Recent changes, Developments and consequent impact on economy	ITSPMs Arts & Commerce College, Indapur, Pune, & CCAC, Pune	2012	01	Performance of Indian Commercial Banking under globalized scenario – A Study
02	International research conference on Recent	ITSPMs Arts & Commerce College,	2012	01	Customer Relationship Management –

	changes, Developments and consequent impact on economy	Indapur, Pune, & CCAC, Pune, Maharastra			Winning Edge tools of Marketers
03	International Conference on Changes and Challenges in Commerce, Engineering, Technology and Social Sciences	International Association of Academicians & Researchers & IGCC Industries and Agriculture	2013	01	Impact of Foreign Institutional Investors on Indian Stock Market – A Study
04	International conference on Innovative emerging strategies in Business, Engineering and Management Studies	Institute of Management Science, Pune & Indo Global Chamber of Commerce, Industries and Agriculture	2013	01	A study on future and Option in Derivative Market with Reference to ITIFSL, Shivamogga
05	3rd International Conference on Competency Building Strategies in Business and Technology for Sustainable Development	Sri Ganesh School of Business Management, Salem, Tamilnadu	2014	01	Customer Relationship Management practices in Indian Banking Sector – An Empirical Study
06	3rd International Conference on Competency Building Strategies in Business and Technology for Sustainable Development	Sri Ganesh School of Business Management, Salem, Tamilnadu	2014	01	Investment on Securities – Decision Making Strategies & Suggestions
07	35th World Management Congress International Conference	Indira Gandhi Technical and Medical Sciences University, IGCCIA, Institute of Asian Studies	2014	02	Performance of Pradanmantri Jan DhanYojana – Reach to Unreached Segment
08	35th World Management Congress International conference	Indira Gandhi Technical and Medical Sciences University, IGCCIA and Muslim Studies Center, Institute of Asian Studies	2014	02	Management of Non-Profit Organization : Issues & Challenges
09	World Empowerment and Sustainability congress International Conference	International Association of Academicians and Researchers & Indo Global Chamber of	2015	01	Work Life Balance of Women Employees – A Conceptual Study

		Commerce, Industries and Agriculture			
10	World Empowerment and Sustainability congress International Conference	International Association of Academicians and Researchers & Indo Global Chamber of Commerce, Industries and Agriculture	2015	01	Performance of Yeshasvini Health Insurance Scheme in Karnataka
11	Two-Day International Conference on Contemporary Innovations in Industry and commerce	Department of Commerce, Mangalore University, Managalore	2019	02	Awareness and Perception of General public towards Personal Financial Planning practices in Shivamogga District.
12	Two-Day International Conference on Contemporary Innovations in Industry and commerce	Department of Commerce, Mangalore University, Managalore	2019	02	Awareness and Perception about Atal Pension Scheme among workers of Unorganised Sector in Shivamogga District
13	Two-Day International Conference on Contemporary Innovations in Industry and commerce	Department of Commerce, Mangalore University, Managalore	2019	02	Awareness and Purchased Status of Health Insurance Schemes in Shivamoga District – A Study
14	Two-Day International Conference on Contemporary Innovations in Industry and commerce	Department of Commerce, Mangalore University, Managalore	2019	02	Awareness and Perception of BPL and APL households towards Arogya Karnataka Health Insurance Scheme in Karnataka – A Study
15.	A Two Day International Conference on Reaching the Unreached Through Education	Department of Education Kuvempu University, Shivamogga	2019	02	Atal Pension Scheme For Workers Of Unorganized Sector – An Empirical Study
16.	A Two Day International Conference on Reaching the Unreached Through Education	Department of Education Kuvempu University, Shivamogga	2019	02	Customers Perception Towards E-Banking Technologies - An Empirical Study
17.	A Two Day	Department of	2019	02	Ayushman Bharat -

	International Conference on Reaching the Unreached Through Education	Education Kuvempu University, Shivamogga			Arogya Karnataka Health Insurance Scheme for the Poor in Karnataka– An Empirical Study
18.	A Two Day International Conference on Reaching the Unreached Through Education	Department of Education Kuvempu University, Shivamogga	2019	02	Personal Financial Management Practices Among Residents of Shivamogga District – An Empirical Study
National Level Seminar/Conference					
19.	National Seminar on Enabling Teacher Excellence in Higher Education	Sahyadri Arts college, Department of Commerce & Management, Shimoga	2011	01	Learning Process of Teachers in college – A Study
20.	National Seminar on Enabling Teacher Excellence in Higher Education	Sahyadri Arts college, Department of Commerce & Management, Shimoga	2011	01	Knowledge Management Practices – A Study
21.	National Level Seminar on Emerging Face of Retailing	Sri SriShivalingeshwara SwamyGovt First Grade College & PG center, Channagiri	2012	01	FDI issues in Retail Sector
22.	National Seminar on Global Interface of Technology and Business	Federation of Teachers Councils of commerce and Management in Karnataka	2014	02	Performance of Health Insurance Schemes in Karnataka
23.	National Level Seminar on Recent Trends in Financial Services	LalBahadur Arts, Science and S.B SolabannaShetty commerce College, Sagar	2014	01	
24.	National Seminar on International Financial Reporting Standards	University of Mysore & Mysore Branch of SIRC Institute of Chartered Accounts of India	2014	01	
25.	National Level	JSS College for	2015	01	Sampoorna Suraksha

	Seminar on Health Insurance in India – Issues & Challenges	Women, Mysore			&Yeshasvini Health Insurance Programme in Karnataka : A Comparative Study
State level Seminar/Conferences					
26.	State level seminar on Emerging Business Trends in the Present Context of Global Competition	Sri Sri Shivalingeshwara Swamy Govt First Grade College & PG center, Channagiri	2011	01	A Study on Business Process Outsourcing in India
27.	State Level Conference on Global Investors meet in Karnataka – 2010	SJM First Grade college of Arts & Commerce, Tarikere	2012	01	
28.	State level Seminar on Insurance Service in India – Trends & Challenges	JSS College of Arts, Commerce and Science, Mysore	2014	01	Impact of Macro Economic Indicators on Indian Life Insurance Market – A Study
29.	State level Seminar on Changing Structure in Indian Commerce	PoojaBhagavat Memorial Mahajana Education Centre	2014	01	State level Seminar on Changing Structure in Indian Commerce
30.	Two Days Workshop on Financial Derivatives	TTL College of Business Management, Mysore	2014	02	Two Days Workshop on Financial Derivatives
31.	Two Days Workshop on Career Guidance, Personality & Leadership Development	Sahyadri Arts & Commerce College, Shimoga	2014	02	Two Days Workshop on Career Guidance, Personality & Leadership Development
32.	8 Days Workshop on Research Data Analysis using SPSS and EXCEL	Computer Center, University of Mysore, Mysore	2014	08	8 Days Workshop on Research Data Analysis using SPSS and EXCEL
33.	Two Days Workshop on Commodity Futures Market	Department of Studies in Commerce, University of Mysore,	2015	02	Two Days Workshop on Commodity Futures Market
34.	Two Day Workshop on Faculty Development Programme on Innovative Implementable Ideas for Industry	Computer Society of India & University of Mysore, Computer Center, Mysore	2015	02	Two Day Workshop on Faculty Development Programme on Innovative Implementable Ideas for Industry Institution Interaction

	Institution Interaction				

Guest Lectures delivered (if any)

1. Delivered guest lecture on Personality Development to M.Com Students at Government First Grade College, Koppa
2. Delivered guest lecture on Soft Skills to Degree Students at Government First Grade College, Anavattti,

Members of BOS/BOE (Current and previous)

1. BOE member for Kuvempu University B.Com Board for academic Year 2026-27

Research Publications:

- International Journals 20
- National Journals 02
- Workshops/Seminars/ Conferences/Webinars attended 30

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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

1.	**Name :**	Dr. Prashantha		
2.	**Designation :**	Assistant Professor & HoD		
3.	**Department :**	Department of Commerce		
4.	**Date of Joining Institution(D/M/Y) :**	01-07-2021		
5.	**E-mail id:**	Prashi.smg@gmail.com		
6.	**Mobile Number :**	9343633644		
7.	**Qualification :**	UG	PG	PhD
		B.Com	M.Com	Ph.D
8.	**Total Experience in Years :**	Teaching	Industry	Research
		15	0	0
9.	**Research Publications :**	State	National	International
		-	02	20
10.	**Papers Presented in Conferences :**	State	National	International
		6	12	21
11.	**Conference/Seminars/ Workshop/Webinars**		Attended	Organised
		State	06	8
		National	13	0
		International	21	0
12.	**Books Published :**	03		
13.	**Interaction with Professional Institutions :**	2		
14.	**Present Address :**	Assistant Professor & Head, Department of commerce, Tunga Mahavidyalaya, Thirthahalli		