



JSS Mahavidyapeetha

**JSS Academy of Technical Education**

Dr. Vishnuvardhan Road, Srinivasapura post Bangalore 560060


www. Jssateb.ac.in



## FACULTY PROFILE

Department: Master of Business Administration

### 1. Personal Details

NAME	Dr.Chandrakala V.G	
DEPARTMENT	<b>Master of Business Administration</b>	
DESIGNATION	Assistant Professor	
PHONE	9740563022	
EMAIL ID	<a href="mailto:chandrakalavg@jssateb.ac.in">chandrakalavg@jssateb.ac.in</a>	
Date of Joining (JSSATEB)	04-09-2006	

### 2. Experience

Total Experience in Years	Teaching: 19 Years	Industry: Nil	Research: 10 Years
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### 3. Qualifications

COURSES	SPECIALIZATION	Year of Award	INSTITUTION	UNIVERSITY
B.Sc.,	Chemistry	2000	Sangameshwar College,Solapur	Shivaji University, Kolhapur
M.B.A	Marketing	2002	Hirachand Walchand College of Commerce,Solapur	Shivaji University, Kolhapur
Ph.D.	Marketing - Retail	2019	Bharathiar Univeristy,Coimbatore	Bharathiar University,Coimbatore

### 4. Research & Publications

Papers Published in other Journals	International:4	National: 1
Papers Presented in Conferences / Symposium	International:02	National: 03

## 5. Research Guidance

PhDs / Projects Guided	Projects at Master's Level: More than 100
Phd Research Scholars	Presently 2 research scholars are pursuing Ph.D under VTU,Belagavi

## 6. Publications

### i. International Journals

Sl. No	Title of the paper	Name(s) of Author(s)	Name of the Journal	Volume No. Issue No. Year	WOS / Scopus / Both	Impact Factor	Publisher
1.	Blue Ocean Strategy and Bottom of the Pyramid marketing	Mrs.Chandrakala V.G Mrs.Susheela Devaru	International Journal of Management and Research and Review	IJMMR/July 2013/Volume 3/Issue 7/3080-3086 ISSN:2249-7196	UGC approved	4.96	Society of Scientific Research
2.	Congruence between store image & social identity and its impact on store patronage	Mrs.Chandrakala V.G Dr.P.V Raveendra	Conference Proceedings	ISBN:978-81-930411-5-4,Vol.1,pg.no.201-203,2015	-	-	Published by ELK Asia Pacific Journals
3.	The Effect of Retail Store Image Dimensions on Consumers' Purchase Decision	Mrs.Chandrakala V.G Dr.P.V Raveendra	International Journal of Academic Research	ISSN:2348-7666,Volume-4, Issue: 2(9), August, 2017	UGC Approved	IF: 6.023	Suchartha Publications
4.	A study on Emerging Value Proposition of Major Apparel Retail Outlets in an Intensive Competitive Environment in Bangalore City.	Mrs.Chandrakala V.G Dr.P.V Raveendra	International Journal of Creative Research Thoughts	Volume 6, Issue 2 April 2018   ISSN: 2320-2882, Impact Factor: 5.97.	UGC approved	Impact Factor: 5.97.	

5.	Managing Supply Chain Performance During COVID-19'	Dr.Chandrakala V.G. & Dr.M.S Ranga Raju	International Journal of	Vol:9,Issue:12(1) December 2020	UGC approved	IF:6.61	
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ii. Workshops /Conferences Attended

Sl. No.	Name of the workshop / Conference	Organiser	Date
	<b>WORKSHOPS</b>		
1.	One Week MDP on “New Age Start-Ups”	Ramaiah Institute Of Technology,Dept Of Mgt Studies	7 <sup>th</sup> March 2022 – 12 <sup>th</sup> March 2022
2.	FDP on New Paradigms of Management Education in Next Normal	Ramaiah Institute Of Technology,Dept Of Mgt Studies	7 <sup>th</sup> Feb -12 <sup>th</sup> Feb 2022
3.	One Week MDP on “People Management:Managing and Leading During Uncertainties”	Ramaiah Institute Of Technology,Dept Of Mgt Studies	20 <sup>th</sup> September -25 <sup>th</sup> Sept 2021
4	Faculty Development Program on Building Research Capabilities in Management and Social Science	RV Institute of Management,Bangalore	19 <sup>th</sup> to 25 <sup>th</sup> July 2020
5	“Fine Tuning Research Planning Using Elsevier tools:Science Direct,Scopus and Mendley”	K.J. SOMAIYA COLLEGE OF SCIENCE AND COMMERCE,MUMBAI	25 <sup>th</sup> April 2020
6	Industrial Disruptions and Managment Education	MSRIT,Bangalore	29.07.2019 - 03.08.2019
7	Online FDP on Research and E-resources	Don Bosco Institute of Technology,Bangalore	15 <sup>th</sup> July 2019 -20 <sup>th</sup> July 2019
8	FDP on Analytics using R	Dayanand Sagar Institute of Management Studies	28 <sup>th</sup> June 2019 – 2 <sup>nd</sup> July 2019
9	Changing Paradigms in Management & Research	MSRIT,Bangalore	01.01.2018 - 06.01.2018
10	Blended Learning Pedagogy using MOOCs	IIMB,Bangalore	22-07-2017

<b>CONFERENCES</b>			
1.	Congruence between store image & social identity and its impact on store patronage	International Conference organized by RNS Institute of Technology, MBA Dept, Bangalore	29 <sup>th</sup> & 30 <sup>th</sup> April 2015
2	Brand image & self image congruency on brand preferences	National Conference organised by M.S Ramaiah Institute of Technology, Department of Management Studies, Bangalore	7 <sup>th</sup> - 9 <sup>th</sup> May 2015
3	The Effect of Retail store image dimensions on Consumer Purchase Intention	International Conference organized by University of Mysore	28 <sup>th</sup> & 29 <sup>th</sup> August 2017
4	Foreign Direct Investment in single brand, multi-brand retail and E-commerce.	National Conference at M.S.Ramaiah Institute of Technology, Department of Management Studies, Bangalore.	4 <sup>th</sup> & 5 <sup>th</sup> January 2019
5	Green Marketing in India: Opportunities & Challenges	National Conference at MSRIT on "Green Economy & Sustainable Development Challenges & Issues"	7 <sup>th</sup> & 8 <sup>th</sup> June 2019
6	India's Foreign Policy - Issues & Challenges	National Conference on "STRATEGIC FOREIGN RELATIONS FOR SUSTAINABLE TRADE"	9 <sup>th</sup> & 10 <sup>th</sup> Jan 2020.

### iii. Workshops / Conference (Organised)

Sl. No.	Name of the workshop / Conference	Organised by	Date	Role
1.	National Conference on "Paradigm Shift in Management & Technology-Opportunities & Challenges"	Department of Management Studies, Bangalore	14 <sup>th</sup> October 2011	Organizer & Coordinator

### 7. Details of NPTEL / COURSERA courses completed

Sl. No.	Name of the subject	Organised by	Date of completion / Award	Grade / Marks
1.	Innovation Business Models and Entrepreneurship	NPTEL	OCT 2019	Successfully Completed
2.	Marketing in a Digital World	Coursera	July 2020	Successfully Completed

## RESEARCH & DEVELOPMENT ACTIVITIES:

#	Project title	Grants received (Rs.)	Principal / Co - Principal Investigator	Status of the Project (Partially completed / Completed)
1.	Competency Gap analysis for Teaching and Learning Excellence in context of New Education Policy-A case of Business School faculty in Karnataka.	Proposal submitted to AICTE –RPS scheme	PI: Dr.M.S Ranga Raju  Co-PI:Dr.Chandrakala V.G	Submitted

## Books authored:

Name of the Chapter	Authors	Year	Publisher
COVID -19 and its Impact	Dr.Chandrakala V.G	2020	ESN Publications

## Ph.D Guidance:

- I have been Recognized as a Research Guide in Management in VTU.
- Presently, two Research Scholar has registered for Ph.D, VTU, Belagavi.

## MEMBERSHIP OF PROFESSIONAL BODIES:

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**Professional body :** Association of Indian Management Schools

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## OTHER CONTRIBUTIONS IN THE AREA OF RESEARCH

Editorial Board Member for International Journal Of Academe and Research

## 7. ACHIEVEMENTS & RECOGNITION:

- Appointed as a BOE members for Management for the year 2021-22
- Appointed as External DCS for VTU theory examinations in the year 2020-21,2016-17,2014-15

- Appointed as External Examiner for Viva Voce examinations at PES University,Dr.Ambedkar Institute Of Technology,M.S Ramaiah Institute of Technology
- Appointed as Paper setter at PES University,Dr.AIT,MSRIT.

**8. Any other information you will like to share about your professional experience**

- **Organizer and Coordinated for the Intercollegiate Management Fest “ADRISHT”**
- **Organized National Conference on “Paradigm Shift in Management and Technology”**
- **Coordinated for Guest lectures,Meet the CXO,Meet the Alumni and many such activities at the department level.**
- **Coordinated For organizing Alumni Meet.**

**Dr.Chandrakala V Gunderi**  
**Assistant Professor**  
**JSS Academy of Technical Education**  
**Bangalore 560060**