


## FACULTY PROFILE

<b>Name</b>	:	<b>Dr. Rashmi R. Hunnur</b>	
<b>Designation</b>	:	Associate Professor	
<b>Department</b>	:	Management Studies	
<b>Employee ID</b>	:	TMBA004	
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<b>Contact details</b>	:	Dr. Rashmi Hunnur D/O. R. M. Hunnur M#83, Sector No. 61, Navanagar Bagalkot – 587103, Karnataka, India.	
<b>Orcid ID</b>	:	0000-0001-8981-9474	
<b>Vidwan Id</b>	:	170015	
<b>Google Scholar ID</b>	:	j8pq_xEAAAAJ	
<b>Qualification</b>	:	MBA, M.Phil., Ph.D.	
<b>Professional Experience</b>	:		
Teaching experience	:	11 years	
Industry experience	:	06 months	
<b>Administrative Responsibilities</b>	:	<ol style="list-style-type: none"> <li>1. Coordinator, Rural Entrepreneurship Development Cell, under Mahatma Gandhi National Council of Rural Education under the Ministry of Human Resource Development.</li> <li>2. Coordinator, MBA Research Centre at Basaveshwar Engineering College, Bagalkot.</li> <li>3. Coordinator, Entrepreneurship Club at Basaveshwar Engineering College, Bagalkot</li> <li>4. Member, Institution Innovations Council (IIC), MHRD, BEC Bagalkot</li> <li>5. Member, IQAC at Basaveshwar Engineering College, Bagalkot</li> </ol>	
<b>Teaching</b>	:	<ul style="list-style-type: none"> <li>• Marketing Management,</li> <li>• Research Methodology &amp; Statistics,</li> <li>• Business Analytics,</li> <li>• Sales &amp; Distribution Management,</li> <li>• Services Marketing,</li> <li>• Management &amp; Entrepreneurship,</li> </ul>	

		<ul style="list-style-type: none"> <li>• Strategic Brand Management, and</li> <li>• Recruitment, Selection &amp; Compensation Management</li> </ul>
<b>No. of Projects Guided</b>		
UG	:	-
PG	:	55
<b>Research Interest Area</b>	:	<ol style="list-style-type: none"> <li>1. Stress Management</li> <li>2. Entrepreneurship Development</li> <li>3. Women Empowerment</li> <li>4. Consumer Behaviour</li> </ol>
<b>No. of Research Scholars Pursuing</b>	:	01
<b>Awarded</b>	:	-
<b>Patents</b>	:	<ol style="list-style-type: none"> <li>1. Patent Title: Methods and Model for Work life Balance of Women Entrepreneurs, Filed on: 11/09/2020, Published on 09/10/2020 (Application No. 202011039249).</li> <li>2. Patent Title: A Novel Model for Stress and Coping Strategies, Filed on 17/10/2020 (Application No. 202041045268), Awaiting for publication.</li> <li>3. Patent Title: Road Escalator, Filed on 27/03/2021, Published on 02/04/2021 (Application No. 202141013649)</li> </ol>
<b>Research Grants</b>	:	<ol style="list-style-type: none"> <li>1. AICTE ATAL FDP on “Teaching Organizational Behavior for the Institutional Growth”, Amount: Rs.93,000/-</li> <li>2. Designing Marketing mix strategies for Bio-diesel &amp; its by-products, Karnataka State Council for Science &amp; Technology, Amount: Rs.10,000/-</li> </ol>
<b>Journals (with citations)</b>	:	<ol style="list-style-type: none"> <li>1. Anusha A, Rashmi Ram Hunnur (2019), A Review on Status of Transgender from Social Exclusion to Social Inclusion in India, IOSR Journal of Business and Management (IOSRJBM), e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 21, Issue 2. PP 29-34.</li> <li>2. Anusha A, Rashmi Ram Hunnur (2019), A Theoretical Overview on Acid Victims and Government Regulations in India, IOSR Journal of Business and Management (IOSRJBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 21, Issue 2, PP 35-41.</li> <li>3. Rashmi Ram Hunnur, Dr.M M Bagali (2014), A Study on Relationship between Occupation Stress Index Dimensions and Coping Styles: An Empirical Enquiry into Officials of Police Department, Asia Pacific Journal of Research, ISSN: 2320-5504, E-ISSN-2347-4793. Vol.1, Issue XIV, PP 124-146, Citation:2.</li> <li>4. Rashmi Ram Hunnur, Dr.M M Bagali (2014), A Study on Relationship between Occupation Stress Dimensions and Demographic Variables of Head Constables and Police Constables in Police Department, International Journal of Management and Business Studies, Cosmic Journals, ISSN: 2230-9519 (Online) / ISSN: 2231-2463 (Print). Vol.4, Issue 3, PP 9-16.</li> </ol>

	<ol style="list-style-type: none"> <li>5. Rashmi Ram Hunnur, Dr.M M Bagali, S Sudarshan (2014), Cause and Effect of Workplace Stress among Police Personnel: An Empirical Study, International Journal of Management Research and Business Strategy, ISSN 2319 – 345X. Vol.3, No.1, PP 198-208, Citations: 13.</li> <li>6. Rashmi Ram Hunnur, Dr.M M Bagali, Dr.S.Sudarshan (2014), Workplace Stress – Cause of Work Place Stress in Police Department: A proposal for Stress Free Workplace, IOSR Journal of Business and Management (IOSR-JBM), eISSN: 2278-487X, p-ISSN: 2319-7668. Vol.16, Issue 3, Ver.1, PP 39-47, Citations:9.</li> <li>7. Rashmi Ram Hunnur, Dr.M M Bagali (2014), A Study on Relationship Between Occupation Stress Index Dimensions and Demographic Variables of Police Sub Inspectors and Asst.Sub Inspectors in Police Department, International Journal of Business and Administration Research Review. ISSN: 2348-0653. Vol.1, Issue No.3, PP 161-175, Citations: 13</li> <li>8. Rashmi Ram Hunnur, Dr.M.M.Bagali (2014), Work Place Stress among the Employees of Police Department, AIMS International Journal of Management, Doctoral Dissertation Abstracts, Volume 8, Number 3, PP 274.</li> <li>9. Rashmi Ram Hunnur, Brijmohan Vyas, Dr.S.Sudarshan, Jyoti M Mathad, Piyush Kumar Pareek (2013), A Study on Job Stress For School Teachers, IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X. Volume 7, Issue 4, PP 42-44, Citations 9.</li> <li>10. Rashmi Ram Hunnur, Anusha, Dr.S.Sudarshan (2012), Measuring Work Stress among Bottom Level Employees in Police Department in Bagalkot District, International Journal of Research in IT, Management and Engineering (IJRIME), ISSN: 2249-1619.Volume2, Issue 7. PP 40-48.</li> <li>11. Rashmi Ram Hunnur, Modin Dodamani, Sayed Gesudaraz (2012), Identifying the Problems Associated with Ilkal Textiles, International Journal of Research in IT, Management and Engineering (IJRIME), ISSN: 2249- 1619.Volume2, Issue 7. PP 77-85.</li> </ol>
<p><b>Conferences</b></p>	<p>:</p> <ol style="list-style-type: none"> <li>1. Rashmi Hunnur, &amp; Sanjay Hanji, “An Empirical Investigation on the Comparative Study of Government and Private Hospitals on the basis of Service Quality Dimensions”, Paper was presented in the International Conference on “Financial Inclusion in India”, being organized by P.G. Department of Commerce, Basaveshwar Commerce College, Bagalkot, Karnataka, India, on 10<sup>th</sup> September 2016, and published in Indian Journal of Research in Commerce, Management, Engineering, &amp; Applied Science, ISSN2454-6593.</li> <li>2. Sanjay Hanji &amp; Rashmi Ram Hunnur, “Guerrilla Marketing: An Impressive Marketing Alternative for Small Enterprises”, Paper was presented in the International Conference on “Financial Inclusion in India”, being organized by P.G. Department of Commerce, Basaveshwar Commerce College, Bagalkot, Karnataka, India, on 10<sup>th</sup> September 2016, and</li> </ol>

	<p>published in Indian Journal of Research in Commerce, Management, Engineering, &amp; Applied Science, ISSN2454-6593.</p> <ol style="list-style-type: none"> <li>3. Rashmi Ram Hunnur, “Designing Marketing mix strategies for Bio diesel &amp; its by-products”, National Conference, organized by Global Business School, Hubli on 18<sup>th</sup> August 2015. This has been funded (Rs.10000) by Karnataka State Council of Science &amp; Technology</li> <li>4. Rashmi Ram Hunnur, “Cause and Effect of Workplace Stress among Police Personnel: An Empirical Study”, International Conference, Organized by International Journal of Management Research and Business Strategy, in Goa, on Jan. 14<sup>th</sup> &amp; 15<sup>th</sup> 2014.</li> </ol>
<p><b>Invited Talks</b></p>	<p>:</p> <ol style="list-style-type: none"> <li>1. Resource person for AICTE and ISTE sponsored Refresher Programme on Stress Management organized by Govt. Polytechnic College, Bagalkot on 3<sup>rd</sup> March 2021.</li> <li>2. Resource person for a talk on “Prototype Development” organized by B.V.V.S Polytechnic College, Bagalkot on 12<sup>th</sup> March 2021.</li> <li>3. Resource Person for Entrepreneurship Awareness Camp organised by National Science &amp; Technology Entrepreneurship Development Board, DST, Govt of India, New Delhi, conducted by S.R.Vastrad Rural Polytechnic, Guledgud on 13<sup>th</sup> September 2017.</li> <li>4. Resource Person for workshop on “Stress Management” for Rural Development Officials of Bagalkot district, organised by Zilla Panchayat, Bagalkot on 7<sup>th</sup> July, 2017.</li> <li>5. Resource Person for HRD Training Programme “Disha” for SSLC passed out students, organised by Zilla Panchayat, Bagalkot on 3<sup>rd</sup> June 2017.</li> <li>6. Resource person for delivering talk on “Group Dynamics &amp; Leadership” organised by Nodal Training Institute of Directorate of Extension, University of Horticultural Sciences, Bagalkot, on 12<sup>th</sup> July 2016.</li> <li>7. Resource Person for Entrepreneurship Awareness Camp jointly organized by Amruta Institute of Engineering and Management Sciences, &amp; Entrepreneurship Development Institute of India, Ahmadabad in S.R.Vastrad Rural Polytechnic College, Guledgudd on 18<sup>th</sup> October 2016.</li> <li>8. Resource Person for Entrepreneurship Awareness Camp jointly organized by Amruta Institute of Engineering and Management Sciences, &amp; Entrepreneurship Development Institute of India, Ahmadabad in S.R.Kanti Arts, Commerce, &amp; Science College, Mudhol on 22<sup>nd</sup> September 2016.</li> <li>9. Resource Person for Entrepreneurship Awareness Camp jointly organized by Amruta Institute of Engineering and Management Sciences, &amp; Entrepreneurship Development Institute of India, Ahmadabad in Basaveshwar Commerce College, Bagalkot on 20<sup>th</sup> September 2016.</li> <li>10. Resource person for HRD Training Programme for I year Engineering/MBA/MCA students of Basaveshwar Engineering College, Bagalkot on 10<sup>th</sup> &amp; 11<sup>th</sup> October 2015.</li> <li>11. Resource person for the workshop on “Group Discussion and</li> </ol>

		<p>Human Resource Development” for final year MCA students of Basaveshwar Engineering College, Bagalkot on 18<sup>th</sup> October 2014.</p> <p>12. Resource person for delivering talk on “Planning and Group Discussion”, for second semester MCA students of Basaveshwar Engineering College, Bagalkot on 17<sup>th</sup> April 2013.</p> <p>13. Resource person for HRD Training Programme for II year Engineering/MBA/MCA students of Basaveshwar Engineering College, Bagalkot on 15<sup>th</sup> &amp; 16<sup>th</sup> September 2012.</p> <p>14. Resource person for HRD Training Programme for I year Engineering/MBA/MCA students of Basaveshwar Engineering College, Bagalkot on 13<sup>th</sup> &amp; 14<sup>th</sup> October 2012.</p>
<b>Events Organized</b>	:	<p>1. Coordinated Webinar on “”Role of Faculty in Implmentation of NEP” in collaboration with Bharatiya Shikshan Mandal and NITI Aayog on 20<sup>th</sup> February 2021, Resource person Dr. Subramanya B. A. National Asst. Incharge Institutional Project, Bharatiya Shikshan Mandal, Dr. Ravindra D. Gudi, HoD of Chemical Engg. At IIT Bomabay, and Dr. R. N. Herkal Technical Director, B.V.V.Sangha Bagalkot.</p> <p>2. Coordinated FDP on “Publishing Research in High Quality Journals” on 19<sup>th</sup> December 2019, Resource person Dr. Sumukh Hungund, MIT Manipal.</p> <p>3. Coordinated College level Technical fest, B-Plan Presentation held on 12<sup>th</sup> &amp; 13<sup>th</sup> April 2019.</p> <p>4. Coordinated One Week Orientation Programme and Parents Meet for MBA Students for 6 years (2013 to 2018).</p> <p>5. Coordinated Sales Activity and visit to orphanage for 7 years (2012 to 2018).</p> <p>6. Coordinated College level Technical Fest, Ad Mad Show held on 26<sup>th</sup> March, 2017.</p> <p>7. Coordinated MDP on “Winning Edge: Strategic Thinking and Creative Leadership” on 4<sup>th</sup> February 2017, Resource person Dr. L. S. Ganesh, IIT Madras.</p> <p>8. Coordinated Industrial Tour to Rajasthan from 3<sup>rd</sup> to 11<sup>th</sup> February 2016.</p> <p>9. Coordinated SDP on “Soft Skills Orientation” on 10<sup>th</sup> January 2016 Resource person Mr. Mohan Kumar, Wipro, Banagalore.</p> <p>10. Coordinated SDP on “Corporate Enablement” on 9<sup>th</sup> January 2016 Resource person Mr. Mohan Kumar, Wipro, Banagalore.</p> <p>11. Coordinated Blood Camp at BEC, organized by Matroshri Parvatibai Vaidyakiya Seva Sangha, Bagalkot on 9<sup>th</sup> November 2011.</p> <p>12. Coordinated State Level Management Fest “Cassiopeia-’11” on 14<sup>th</sup> March 2011.</p> <p>13. Coordinated Industrial Tour to Mumbai from 4<sup>th</sup> to 11<sup>th</sup> March 2014.</p>
<b>Conferences/ Workshops/ Symposiums/ Training Programs Attended</b>	:	<p>1. Completed Two Week Course on “Digital Transformation in Teaching Learning Process” from 6<sup>th</sup> April to 22<sup>nd</sup> April 2020, Certification by TEQIP Online Certification, funded by Ministry of HRD, Govt. of India, Course offered by Indian Institute of Technology, Bombay, powered by SWAYAM.</p> <p>2. Completed “Services Marketing- A Practical Approach”</p>

	<p>NPTEL Course which was conducted from 1<sup>st</sup> Jan. 2020 to 1<sup>st</sup> Feb. 2020.</p> <ol style="list-style-type: none"> <li>3. Completed 3 months course on “Industry 4.0” E-learning course, offered by Capability Development, TATA STEEL on 14<sup>th</sup> May 2020.</li> <li>4. Attended FDP on “Data Analysis for Research in Social Sciences” from 17<sup>th</sup> June to 30<sup>th</sup> June 2020, which was organized by Ministry of Human Resource Development (MHRD), Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, organized by Teaching Learning Centre, Ramanujan College, University of Delhi.</li> <li>5. Attended AICTE Training And Learning (ATAL) Academy FDP on “Stress Management”, from 5<sup>th</sup> to 9<sup>th</sup> October 2020.</li> <li>6. Attended AICTE Training And Learning (ATAL) Academy FDP on “Leadership &amp; Excellence”, from 7<sup>th</sup> to 11<sup>th</sup> September 2020.</li> <li>7. Attended Two Week Online Workshop on “Comprehensive eLearning to e-Training guide for Administrative Work” from 25<sup>th</sup> May to 5<sup>th</sup> June 2020, sponsored by Ministry of Human Resource Development (MHRD), Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, organized by Teaching Learning Centre, Ramanujan College, University of Delhi.</li> <li>8. Attended One Week Online Multi-Disciplinary Faculty Development Programme on “MOOCs, E-Content Development and OER” from 28<sup>th</sup> May to 3<sup>rd</sup> June 2020 and obtained A Grade, organized by Government First Grade College, Hungund.</li> <li>9. Attended Three Days National Level Online Faculty Development Programme on “New Challenges in Business Management: A Strategic Approach” (pre and post covid scenario) from 8<sup>th</sup> June to 10<sup>th</sup> June 2020, organized by Department of Business Administration, Andhra Loyola Institute of Engineering and Technology, Vijaywada, Andhra Pradesh.</li> <li>10. Attended international webinar on “Mobile Learning” on 30<sup>th</sup> May 2020, organized by IEMS B-School, Hubli.</li> <li>11. Attended Six Days Faculty Development Programme (Webinar Series) from 20<sup>th</sup> May to 25<sup>th</sup> May 2020, organized by Guru Nanak College (Autonomous), Chennai.</li> <li>12. Attended International Webinar on “Art of Writing Research Review l Articles for Publishing in Peer Reviewed Journal” on 25<sup>th</sup> May 2020, Organised by IQAC, MEC College Erumely, Kerala.</li> <li>13. Attended National Interdisciplinary Webinar on “Psychology of More – The Unfortunate Impact of Consumerist Thinking on our Psyche” on 23<sup>rd</sup> May 2020, organized by Maharani Lakshmi Ammanni College for Women (Autonomous), Bangalore University.</li> <li>14. Attended One Week National Level Faculty Development Programme on “Research Methodology in Commerce” from 21<sup>st</sup> to 27<sup>th</sup> May, 2020, organized by Department of Post Graduate Studies and Research in Commerce, Rani</li> </ol>
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	<p>Chennamma University, Belagavi.</p> <ol style="list-style-type: none"> <li>15. Attended MDP on “Empowering MSMEs During Crises Time” from 20<sup>th</sup> May to 23<sup>rd</sup> May 2020, organized by RV Institute of Management.</li> <li>16. Attended Online National Faculty Development Programme on “The Power of Emotional Intelligence of Teachers and How to Raise it”, on 16<sup>th</sup> May 2020, organized by Atmiya University, Rajkot, Gujarat.</li> <li>17. Attended Webinar on “Sales and Distribution Strategies Adopted in Developing Countries with Special Reference to SAARC Nations” on 16<sup>th</sup> May 2020, organized by Global Institute of Management Sciences.</li> <li>18. Attended One Week National Level Online Faculty Development Programme on Covid-19: Issues, Challenges, and Interventions in the Contemporary Crisis”, from 30<sup>th</sup> April to 6<sup>th</sup> May, 2020, organized by Government First Grade College, HSR Layout, Bangalore.</li> <li>19. Attended AICTE approved Two Week Faculty Development Programme on “Current Practices and Critical Issues for OBE in Engineering Education/Institutions”, from 27<sup>th</sup> January to 7<sup>th</sup> February 2020, organized by Basaveshwar Engineering College, Bagalkot.</li> <li>20. Attended One Day Faculty Development Programme on “Publishing Research in High Quality Journals” on 19<sup>th</sup> December 2019, organized by Basaveshwar Engineering College, Bagalkot.</li> <li>21. Attended One Day Workshop on NPTEL, on 29<sup>th</sup> November 2019, by IIT Madras, at Basaveshwar Engineering College, Bagalkot.</li> <li>22. Attended a course on “Systems Thinking and Applications” conducted by Prof. L.S. Ganesh, IIT Madras, Chennai from 12<sup>th</sup> October 2018 to 30<sup>th</sup> November 2018, organized by Basaveshwar Engineering College, Bagalkot.</li> <li>23. Attended One Day Management Development Programme on “Days Academic Leadership through Emotional Intelligence” on 15<sup>th</sup> June 2018, organized by Basaveshwar Engineering College, Bagalkot.</li> <li>24. Attended Two Days Faculty Development Programme on “Advanced Data Analytics &amp; Statistical Software” on 27<sup>th</sup> &amp; 28<sup>th</sup> August 2018, organized by Basaveshwar Engineering College, Bagalkot.</li> <li>25. Attended One Day Management Development Programme on “Winning Edge: Strategic Thinking and Creative Leadership” on 4<sup>th</sup> February 2017, organized by Basaveshwar Engineering College, Bagalkot.</li> <li>26. Attended One Day Faculty Development Programme on “Using Blended MOOCs in Management Education”, on 22<sup>nd</sup> July 2017, conducted by Indian Institute of Management Bangalore.</li> <li>27. Attended Three Days Induction Programme on “Empowering Teachers to Enrich Students” from 2<sup>nd</sup> to 4<sup>th</sup> December 2016, organized by Basaveshwar Engineering College, Bagalkot.</li> <li>28. Attended One-day guest lecture on ISRO Satellite Remote</li> </ol>
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	<p>Sensing Based Societal Applications on the Web, on 9<sup>th</sup> September 2016, organized by Basaveshwar Engineering College, Bagalkot.</p> <p>29. Attended Two Days Faculty Development Programme on “Advanced Data Analytics &amp; Statistical Software” on 27<sup>th</sup> &amp; 28<sup>th</sup> August 2016, organized by Basaveshwar Engineering College, Bagalkot.</p> <p>30. Attended One Day Workshop on “Research Methodology” organized under TEQUIP-II of World Bank on 19<sup>th</sup> December 2015, by Basaveshwar Engineering College, Bagalkot.</p> <p>31. Attended One Day Workshop on “Outcome Based Education”, organized under TEQUIP-II of World Bank on 18<sup>th</sup> December 2015, by Basaveshwar Engineering College, Bagalkot.</p> <p>32. Attended Three Days Faculty Development Programme on “Effective Teaching Practices” from 3<sup>rd</sup> to 5<sup>th</sup> March, 2012, organized by Basaveshwar Engineering College, Bagalkot.</p> <p>33. Attended Three Days Management Development Programme on “Analytics for Academicians, Researchers &amp; Practitioners” during 5<sup>th</sup> – 7<sup>th</sup> May, 2011, organized by PES Institute of Technology, Bangalore</p>
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