

Profile

Personal details:

Name: Nayana.M

Contact number: 9449851495

Email Id: m.nayana8@gmail.com

Qualification: MBA, MCom

Specialization: Marketing and HR

Designation: Assistant Professor, Department of Commerce & Management, Siddaganga College of Arts, Science & Commerce for Women, Tumkur, Karnataka.

Years of Experience: 13 years

Area of interest: Teaching papers like Soft skills for personality development, Business law, Banking law and operations, Marketing management, business environment, business management, organization behavior, management information system, financial management, strategic management, production and operations management, corporate law, entrepreneurial development, business communication etc.,

Technical skills:

MS word, MS power point, MS excel.

Research Project: undertook UGC sponsored Minor Research Project entitled “E-banking and quality service in Tumkur district”-A study on consumer awareness and perception.

Ref: 1517-MRP/14-15/KATU008/UGC-SWRO dated 4-2-2015 and submitted on 19-9-2016.

Paper presented:

1. Presented paper entitled ‘Future trends in HRM’ in UGC sponsored one-day national conference on “Emerging Markets and their Emergence in an Era of Globalisation – its impact on Indian economy” held on 4-9-2015, conducted by Pallagatti Adavappa Arts and commerce FGC, Tiptur, Tumkur district, Tumkur, Karnataka.
2. Presented paper entitled ‘FDI in retail sector’ in UGC sponsored one-day state level seminar on “FDI in Retail Market in India” held on 27th August 2015 organised by Hoysaleshwara college, Arsikere, Hassan District, Karnataka.
3. Presented paper entitled ‘IT emergence: Recent trends in banking industry in India’ in National seminar on “Global interface of technology and business-dimensions and directions for business education” held on 7th and 8th march 2014, conducted by 10th convention of federation of teachers’ councils of commerce and management in Karnataka.
4. Participated in yoga and pranayama training from 5th January 2015 to 24th January 2015 conducted by Alumni association, SSCASCW in association with Pathanjali yoga shikshana.

Seminars attended:

Participated in National seminar 'New trends in higher education-special focus on choice based credit system (CBCS)' on 27th March 2016 at Tumkur university campus conducted by Tumkur University College Teachers' Association (TUCTA)

Professional contribution:

- Assisting BBM final year students in conducting their project work by guiding them .
- Member in NAAC criteria 1 curricular aspect.
- Member in spoorthi cultural fest
- Convener of Koushalya soft skills competitions
- A member of the "Women empowerment cell" in the college.
- Member in Disciplinary committee
- Working as active member of the college "Alumni association".
- Member in Career guidance and placement cell.
- Member in induction programme.