

# Dr. Vinith H P

Specialization: Marketing, HR and General Management

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## Career Summary

Started career as a lecturer in IDSG College, Chikkamagaluru, Moved to Adichunchanagiri Institute of Technology, Chikkamagaluru as lecturer, promoted as Assistant Professor. Having the total academic experience of 13 years have presented, published Research articles in various International as well as National Journals and Conferences. Attended workshops and faculty development programs for enhancing Knowledge, Skills & Ability along with the objective of career advancement. Throughout the journey I have coordinated various management fests, workshops, and industrial visits, guest lectures, most importantly worked as convener for National Conference and as a trainer for many Government Organizations. A decade of teaching experience along with the interest in the field of management has finally helped me authoring 2 books named 1) **Managerial Economics- Theory & Practice** 2) **Technology & Operational Strategy-Study Guide**

## Experience Snapshot

2023	<b>Associate Professor</b>
<b>Current</b>	Adichunchanagiri Institute of Technology, Chikkamagaluru
2013	<b>Assistant Professor</b>
2022	Adichunchanagiri Institute of Technology, Chikkamagaluru
2011	<b>Lecturer,</b>
2013	Adichunchanagiri Institute of Technology Chikkamagaluru
2010	<b>Lecturer (P/T),</b>
2011	I.D.S.G College, Chikkamagaluru

## Academia

2016	<b>- Ph.D.:</b> “A Study on Buying Behavior of Customers towards Online Grocery Products: Special Reference to Bengaluru City of Karnataka”
2021	<b>Visvesvaraya Technological University</b> Belagavi, Karnataka, India
2008	<b>- MBA: Marketing &amp; Human Resource Management</b>
2010	SIMS, Banglore University Bengaluru, Karnataka, India
2005	<b>- BBM: Marketing</b>
2008	IDSG College, Kuvempu University Chikkamagaluru, Karnataka, India

## Certifications

2017	<b>KSLET-KSET center for lectureship accredited by UGC New Delhi</b>
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## Personal Snippets

Name: Vinith H.P.

Father Name: Panchaksharappa H.N.

Date of Birth : 05/12/1987

Marital Status : Married

Languages Known: Kannada, Hindi & English.

Countries Visited : Srilanka, Thailand & Nepal

Address for Correspondence :

S/o Panchaksharappa H.N. Rtd. Deputy Superintendent of Police Panchami Nilaya, Machidevamarga, By pass Road, Jyothinagara Chikkamagaluru Dist, Karnataka State- 577102

## Subjects Taught

### Core Subjects

- Economics for Manager
- Research Methodology
- Technology & Operational Strategy
- Entrepreneurship Development
- Strategic Management
- Human Resource Management
- Indian Business Environment

### HR Specialization

- Organization Design & Development
- Workplace Ethics
- Compensation & Benefits
- Organization Leadership

### Marketing Specialization

- Retail Management
- Integrated Marketing Communication
- Logistics & Supply Chain Management

### Finance Specialization

- Principles & Practice of Banking

## Professional Synopsis

- + **Books Published (Reference Book): 02**
- + **National Conference Coordinated: 01**
- + **Workshops/ FDP Coordinated: 02**
- + **Edited Volume Books Published: 01**
- + **Testimonials Received: 09**
- + **Publications Total: 19**
  - International Journals: 06
  - National Journals: 06
  - Conference Proceedings: 07
- + **Conference Attended Total : 20**
  - International Conference: 08
  - National Conference: 12
- + **Workshops/ FDP Total : 17**
- + **Webinars Total : 18**

## Additional Coordination's

- As a free lance Guide, Guiding projects for PG research students of Karnataka State Open University (KSOU), Mysore.
- NAAC- Chief Coordinator for Criteria III Research, Innovations and Extension
- Serving as primary liaison for two MOU between AIT & other organizations, both the MOU's were successfully coordinated from their inception to articulation.
- Successfully conducted the Externals Exams of Kuvempu University for 6 semesters as Internal Deputy Chief Superintendent
- Worked as Convener for National Conference on "Emerging Trends in Business & Economy" held on 22nd June 2018
- As Industrial Coordinator successfully arranged the industrial visit to Kranthi Automobile Industries Ltd. Pune, Maharashtra, M.R.P.L, Mangalore, West Coast Paper Mills, Dandeli, Reshiel Décor LTD, Chikkamagaluru, Karnataka Soaps & Detergents Ltd, Bengaluru, Life Line Feeds (INDIA) Pvt Ltd., Feed Mill Unit-2 Lakya, Chikkamagaluru to MBA Students and along with some other small industries
- Successfully fulfilled the responsibility as Event Coordinator for Young Tarang 2016 to 2022 (6 years) a State Level Intercollegiate Management Fest.
- Member of Internal Audit Committee, AIT from 2017
- Worked as Training & Placement Coordinator, Academic Coordinator & Project Work coordinator for UG & PG program.

## Membership

Editorial Board Member for IEAE International Journals, An ISO 9001:2015 Certified, Accredited by EA-JAS & Registered under Ministry of MSME & Corporate Affairs, Govt. of India.

## Core Competencies

- Event Management & Team Building- Excellent
- Training & Development - Very Good
- Counseling- Excellent
- Resource Management - Very Good
- Technology based curriculum -Very Good

## References

### Dr. Jagadeesh

Associate Professor & Head  
PG Dept of Commerce  
IDSG College, Chikkamagaluru  
Mobile No: 9449368353

### Dr. Prakash Rao K.S

Professor & Head  
PG Dept. of Management Studies  
AIT, Chikkamagaluru  
Mobile No: 9449781179

### Dr. Shrinivas R Patil

Professor  
KLS-IMER  
Belagavi  
Mobile No: 9900409419

### LinkedIn

<https://www.linkedin.com/in/dr-vinith-hp-a2ba71203>

### Research Gate

<https://www.researchgate.net/profile/Vinith-Hp>

I hereby affirm that the information furnished above is true to the best of my knowledge.

Date: 27/12/2022

Place: Chikkamagaluru

Dr. VINITH H.P

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## **Details of Professional Synopsis**

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### **Books Authored**

1. **Managerial Economics - Theory & Practice** – published by INSC International Publishers, ISBN-978-1-68576-271-1
2. **Technology & Operational Strategy - Study Guide –First Edition-2022** Self Published, ISBN-978-93-5780-047-1, **SecondEdition-2023 IIP International Publishers**, Selfypage Developers Pvt Ltd., Paisley Circle, Novi, Michigan, USA. ISBN-978-1-68576-394-7,

### **Coordination in National Conference**

1. Worked as Convener for National Conference on “*Emerging Trends in Business & Economy*” held on 22<sup>nd</sup> June 2018 organized by PG Department of Management Studies, AIT, Chikkamagaluru.
2. Editor for National Conference proceedings book titled “*Emerging Trends in Business & Economy*” with **ISBN Number-978-93-84698-56-0**, published by IEAE Publishing House, Bengaluru

### **Testimonials Received**

1. **Issued by Rotary Club, Chikkamagaluru** for being Guest Speaker on topic “ *Family Values & Value Based Education* ” held on 08/06/2023
2. Issued by I.D.S.G Govt. First Grade College, Chikkamagaluru for being a Resource Person and conducting a training program for first and second year M.Com students on topic “*Entrepreneurship Challenges & Opportunities*” held on 22/08/2022.
3. **Issued by Sheshadripuram Institute of Management Studies, Bengaluru** for being Guest Speaker for Special Lecture on topic “Entrepreneurship & Support for Entrepreneurship in India” held on 27/07/2022.
4. **Issued by District Industrial Center, Chikkamagaluru in association with Karnataka Government Skill Development Center, Davangere** for being a resource person & trainer on topic “Leadership” held on 18/01/2020.
5. Issued by I.D.S.G Govt. First Grade College, Chikkamagaluru for being a Resource Person and conducting a training program for first and second year M.Com students on “*Attitude for leaders*” held on 28/01/2019.
6. **Issued by District Institute for Education and Training (DIET) Govt. of Karnataka, Chikkamagaluru** for being a Resource Person and conducting a training program for high school teachers on “*How to Conduct a Micro Research*” held on 10/12/2018 and 11/12/2018

7. Issued by IEMS-B-School Hubballi, for being a resource person in Series of Talk event organized for MBA students and delivering the lecture on “*FISCAL Policy*” on 02/11/2018
8. **Issued by Directorate of Technical Education in association with DACG, Polytechnic Chikkamagaluru** for conducting a training program for Academicians on “*Leadership as an Art & Science*” as a Resource Person & Trainer on 17/03/2018
9. Issued by Adichunchanagiri Institute of Business Management in association with NSS unit for giving a Special talk on “*Value System in Youths in Development of Nation*” on 20/01/2018

### **Publications in International Journals, National Journals & Books**

1. “Evaluation of IT Employees (Working from their Homes) Involvement and Job Satisfaction by using OCTAPACE Culture Methodology” International Bulletin of Management and Economics, Unnayan, January 2023 Volume XV Issue 1, Page No 49 to 73, ISSN 2349-7165.
2. “Online Grocery Customers Buying Behavior in Metropolitan Cities- With Special Reference to Bengaluru City of Karnataka”-International Journal of Early Childhood Special Education(INT-JECSE), Volume 14, Issue 02 2022, ISSN 1308-5581, journal listed in WEB OF SCIENCE ( UGC Care listed) **DOI:10.9756/INTJECSE/V14I2.927**
3. “A Study on Customer Evaluation of Online Banking Services by using the concept of Service Quality Dimension”,- TATVA The Journal of Management Scholars, Volume XVII, January to December 2021, ISSN 0973-0974
4. “Stimulating & Restraining factors influence on Buying Behavior of Online Grocery Customers in Bengaluru City”- Adyala Journal UGC Care approved –A Category Journal, ISO-7021-2008, listed in WEB OF SCIENCE, December 2019 8, Issue 12, ISSN: 1301-2746, **DOI:16.10089.AJ.2019.V8I12.285311.6612**
5. “The impact of Stimulating & Restraining factors on Behavior of Customers in selecting Grocery Online in Bengaluru City” -Journal of the Gujarat Research Society, UGC-CARE List Group: Group D, Impact factor-4. 3,December 2019, Volume 21, Issue 13, ISSN: 0374-8588

6. “Impact of GST on Online Purchasers with Reference to Bengaluru City – A Study”  
International Journal of Logistics & supply chain Management Perspectives-Pezzottaite  
Journal Impact Factor-7.1, H5 index-3,September 2017, VI, Page No 64 to 66 ,ISSN:  
2319- 9032
7. “Problems faced by Customers during online Grocery Purchase at Bengaluru City–A  
Study”- International Journal of Latest Technology in Engineering, Management &  
Applied Science Impact Factor-3.4, April 2017, VI, issue IV, Page No 50 to 53, ISSN:  
2278- 2540
8. “A Case Study on Customer Awareness towards E-banking Services provided by Banks  
in Bengaluru City”- IEMS Journal of Management Research June-Dec 2016, V, No 02,  
Page No 01 to 04, ISSN: 2249-569X
9. “Online Grocery Retailing & its influence on buying behavior of customers with special  
reference to Bengaluru City-A Study”- Annual Research Journal of Dept of Management  
Studies OXFORD college of Engineering Bengaluru April 2016, II, Page No 01 to 05,  
ISSN: 0254- 8755
10. “Liberalization and its effects on Profitability & Productivity of Private Sector Banks in  
INDIA”- International Journal of Research in Commerce & Management (IJRCM) Impact  
Factor-3.8, April 2013, IV, issue-4, Page No 77 to 79, ISSN: 0976-2183
11. “Impact of Liberalization on Profitability & Productivity of Private Sector Banks in  
INDIA”- Emerging Trends in Management Niruta Publications, Prasaraanga Tumkur  
University, 2013, 01, Issue-01, Page No 01 to 11 ISBN:978-81- 923326 -1-1
12. “Impact of Tourism on Indian Economy”- Demographic Transition in India published by  
Prasaraanga Tumkur University 2012, 01, Issue-01, Page No 223 to 232, ISBN: 978-81-  
924393-2-7

### **Publications in Conference Proceedings**

1. “Employee Satisfaction Evaluation under OCTAPACE Culture Methodology with  
Special Reference to IT based Startups in Bengaluru City” International Conference on  
“HR for business Excellence– SDMIMD Centre for Management Excellence, Mysore,  
under the aegis of BCIC (Bangalore Chamber of Industry and Commerce) on 15<sup>th</sup> &16<sup>th</sup>  
December 2022. ISBN: 978-93-83302-59-8

2. “Penetration of E-Banking Services in rural area with special reference to Chikkamagaluru District”-Financial inclusions in India- Issues & Challenges, Institute for Exploring Advances in Engineering (IEAE),Mar 14<sup>th</sup> 2020, ISBN -978-8-940490-3-6
3. “GST A Game Changer And Its Impact On Online Purchasers With Reference to Bengaluru City–A Study” -Integrated Financial Sector Reforms, Institute for Exploring Advances in Engineering, August 18<sup>th</sup> 2018, Page No 512-518, ISBN-978-93-84698-67-6
4. “Awareness & Preferences of Customers towards Online Grocery Retailing with reference to Bengaluru City”-Eco System for Growth of Business, Acharya Academy of Management Studies, Bengaluru,August 9<sup>th</sup> 2017, PageNo 64, ISBN- 978-81-909372-4-5
5. “Social entrepreneurship and its impact on rural economy” Social Entrepreneurship for Sustainable Development in Emerging Economics, M.L.A college Bengaluru, December 22<sup>nd</sup> 2012, Page No 10-16, ISBN: 978-81-92233 -5-8
6. “360 degree Employee Development a new perspective towards HR practices Managing Human Resources at work place”, SDMIMD, Mysore, December 15<sup>th</sup>2012, Page No 01-06, ISBN: 978-81-922146 -4-1
7. “HR a key to achieve competitive advantage in manufacturing sector Achieving distinctive competence through Service & Excellence” St Joseph Engineering College Mangalore, February 18<sup>th</sup> 2012, Page No 162-164

### **Faculty Development Programs, Work Shops & Training Programs**

1. Workshop Coordinator as well as participated in one day Work Shop on “Social Entrepreneurship, Sustainability and Rural Engagement” organised by PG Department of Management Studies In Association with **Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Education, Govt. of India** on 4<sup>th</sup> November 2022.
2. “ Me and World through Neurons”-organized by NPTEL- E-learn in association with **Indian Institute of Technology (IIT)- Madras**, 11<sup>th</sup> & 12<sup>th</sup> June 2022 (**2 Days**)
3. “Inculcating Universal Human Values in Education- An Aspiration of NEP-2020”-organized by IQAC cell, HKBK Degree college, Bengaluru, from 09/05/2022 to 13/05/2022 (**5 Days**)
4. “Inculcating Universal Human Values in Technical Education”- organized by **All India Council for Technical Education (AICTE)**, 28<sup>th</sup> February, 2022 to 4<sup>th</sup> March, 2022. (**5 Days**)

5. “National Level Panel Discussion on NEP-2020-Changed scenario of Teacher Education” -Karnataka State Open University, Mysore, November 12<sup>th</sup> 2021
6. FDP on “Covid-19 outbreak and its implications on Business” - Online FDP- Seshadripuram College, Tumkur, May 11<sup>th</sup> 2020
7. “Orientation Program on Draft National Education Policy-2019”- Adichunchanagiri University, BG Nagar, in association with Forum of Former Vice Chancellors of Karnataka State Universities, September 06<sup>th</sup> 2019
8. FDP on “HR Analytics” - DON BOSCO Institute of Technology, Bengaluru, August 26<sup>th</sup> to 31<sup>st</sup> 2019 **(5 Days)**
9. “FDP on Data Analysis & Interpretation for Management Research”- Dayananda Sagar Academy of Technology & Management, Bengaluru, January 8<sup>th</sup> to 10<sup>th</sup> 2018 **(2 Days)**
10. “A Special Talk on Examining Links Between Ease of doing Business & GDP growth”.- IEMS- B- School, Hubballi, December 5<sup>th</sup> 2017
11. Work shop on “Digital HR & Marketing”- Acharya Academy of Management Studies, Bengaluru, October 26<sup>th</sup> to 28<sup>th</sup> 2017 **(3 Days)**
12. FDP on “Multidimensional View of Research”- IEMS- B- School, Hubballi, December 5<sup>th</sup> 2017
13. Work Shop on “Wealth Management” ABBS in association with The Institute of Cost Accountants of India, Bengaluru, April 29<sup>th</sup> 2017
14. “Assurance of Outcome-Based Quality Education”- ABBS, Bengaluru April 8<sup>th</sup> 2017
15. One Day Seminar on “Goods & Services TAX” - IEMS- B- School, Hubballi, January 24<sup>th</sup> 2017
16. Work Shop on “Employability Skills”- AIT, Chikkamagaluru, February 23<sup>rd</sup> 2015
17. FDP on “Innovative Teaching Methods”- IEMS- B- School, Hubballi, January, 17<sup>th</sup> 2015

### **Paper Presented in International Conference**

1. “Employee Satisfaction Evaluation under OCTAPACE Culture Methodology with Special Reference to IT based Startups in Bengaluru City” -International Conference on “HR for business Excellence– SDMIMD Centre for Management Excellence, Mysore, under the aegis of BCIC (Bangalore Chamber of Industry and Commerce) on 15<sup>th</sup> & 16<sup>th</sup> December 2022.

2. “Influence of Smart Phone Technology on Online Grocery Buyers Behavior with reference to Bengaluru City”.- International Conference on Corporate social Responsibility, Conflict Management, Peace Economics, Acharya Academy of Management Studies , Bengaluru, 2<sup>nd</sup>,to 4<sup>th</sup> October 2019
3. “Online Grocery Retailing: an Emerging Trend in India”- International Conference, ABBS Bengaluru in association with Binghamton University, State University of New York, 6<sup>th</sup> to 8<sup>th</sup> June 2018
4. “Awareness & Preferences of customers towards Online Grocery Retailing with reference to Bengaluru City”- Eco System for Growth of Business, Acharya Academy of Management Studies, Bengaluru, August 8<sup>th</sup> & 9<sup>th</sup> 2017
5. “Online Grocery Retailing & its influence on buying behavior of customers with special reference to Bengaluru City-A Study”- International conference on Innovation in Marketing, E-Commerce, Information Technology & Banking, OXFORD college of Engineering, Bengaluru, April 7<sup>th</sup> 2016
6. “Influence of Social entrepreneurship and its impact on Rural economy”- Social Entrepreneurship for Sustainable Development in Emerging Economics, M.L.A College, Bengaluru (UGC Sponsored), December 20<sup>th</sup> to 22<sup>nd</sup> 2012
7. “360 degree Employee Development a new perspective towards HR practices” – Managing Human Resources, SDMIMD, - Mysore, December 14<sup>th</sup> & 15<sup>th</sup> 2012
8. “Tourism an emerging business in Asia”- Business Opportunities in Emerging ASIA ABBS Conference held at Colombo, SRILANKA, August 22<sup>nd</sup> & 23<sup>rd</sup> 2012

### **Paper Presented in National Conference**

1. “Penetration of E-Banking Services in rural area with Special Reference to Chikkamagaluru District”- Financial inclusions in India- Issues & Challenges, IDSG Govt. College, Chikkamagaluru in association with ICSSR-SCR( Ministry of HRD-Govt. of India), March 14<sup>th</sup> 2020
2. “A Study on Customer Awareness on E-banking Services provided by Banks in Bengaluru City”- A new milestone in the Banking system in INDIA, Seshadripuram Institute of Management Studies in association with Bangalore Management Association, Bengaluru, October 17<sup>th</sup> 2019



3. “GST A Game Changer And Its Impact On Online Purchasers with Reference To Bengaluru City–A Study”- Integrated Financial Sector Reform, IDSG Govt College, Chikkamagaluru in association with ICSSR-SCR( Ministry of HRD-Govt of India),August 18<sup>th</sup> 2018
4. “E-Retailing & its influence on buying behaviors of customers at Bengaluru City-A Study”- Services Marketing –Issues & Challenges, A.V Kamamma College for Women, Davangere (UGC Sponsored),September 15<sup>th</sup> 2015
5. “Green HRM A new paradigm of Management”- Green HRM- Opportunities & Challenges, PESIT, Bengaluru, October 10<sup>th</sup> 2012 (In absentia)
6. “FDI and Retail sector”- FDI in Service Sector- Opportunities & Challenges, Maharani’s College, Bengaluru, October 9<sup>th</sup> 2012
7. “Green HRM the role of Management in changing Business Scenario”- Innovations & Research in Commerce & Management, SSIBM, Tumkur September 28<sup>th</sup> 2012
8. “Future of Retailing in India”- Retailing in INDIA opportunities & Challenges, Tumkur University, Tumkur, August 25<sup>th</sup> 2012
9. “Business excellence through service excellence with respect to manufacturing sector in India”- New paradigms and perspectives for business excellence, Tumkur University, Tumkur, August 4<sup>th</sup> 2012
10. “Pros & Cons of Retailing in INDIA”- Convergences & Cross Currents In Management & IT, Sheshadripuram First Grade College (in association with Teachers’ Council, Bengaluru University), Bengaluru, March 22<sup>nd</sup> & 23<sup>rd</sup> 2012
11. “HR a key to achieve competitive advantage in Manufacturing sector”- Achiving Distinctive Competence through Service & Excellence, St. Joseph’s Engineering College, Mangalore, February 18<sup>th</sup> 2012
12. “Retailing a gift to INDIA”- FDI Issues in Retail Sector, SDM Engineering College, Dharwad, January 20th 2012

### **Webinars Attended**

1. National Level webinar on Investors Awareness Program-Ambition learning Solutions, November 23rd 2021
2. Measures to Combat the Impact of COVID -19 on Indian Economy- Avinashilingam Institute for Home Science & Higher Education for Women, Coimbatore, June15th 2020

3. Financial Assets & Its Report under IFRS -Shesharipuram Evening Degree College, Bengaluru, June 14th 2020
4. Tax Planning and Investment Strategies- ST. Aloysius' Institute of Technology Gauraiyaghat, Mandla Road, Jabalpur, June 13th 2020
5. Global Risk Management- Broader Risk Trends- ABBS School of Management, Bengaluru, June 13th 2020
6. COVID -19 and Local Govt in Karnataka-Karnataka State Rural Development & Panchayath Raj University, Gadag, June 10th 2020
7. One Week International Level Webinar Series By Industrial Experts- KLE Institute of Technology, Huballi, June 4th -10<sup>th</sup> 2020
8. Management of Health Care Facilities During Pandemic- RNSIT, Bengaluru, June 9th 2020
9. Intellectual Property Rights Patent Filing Procedure-KLE Institute of Technology, Huballi, June 9th 2020
10. Post Covid Impact on Higher Education & Employability-AS Patil college of Commerce, Vijaypur, June 8<sup>th</sup> 2020
11. Data Analysis and Interpretation- B.V.V Sangha's Institute of Management Studies, Bagalkot – 587102, Karnataka, June 8th 2020
12. Advancing the Future to Thrive in Next Normal- Basaveshwar Engineering College (Autonomous), Bagalkot, June 6th 2020
13. Business Accounting In ERP Software- K.L.E Society's S.Nijalingappa College, Bengaluru, June 6th 2020
14. Innovations & Intellectual Property Rights-AV Kmala & Sri Venkappa M Angadi College of Engineering & Technology, June 4th 2020
15. Role of Digital Libraries in academic Research- Davangere University, Davangere, May 30th 2020
16. Mobile Learning- IEMS B-School , Hubballi, May 30th 2020
17. Impact of covid-19 pandemic over Indian Economy- Pune District Education Association, Annasaheb Magar Mahavidyanilaya, Pune, Maharashtra, May 25<sup>th</sup> 2020
18. Commerce E-Quiz Program - Government First Grade College for Women's, Chikkamagaluru. Department of Commerce, May 21st 2020