
SIGNIFICANT IDENTITY / ACHIVEMENTS AND AWARDS

Name	Conference/Papers Presented		Publications of Papers					Publications of Books	FDP/FEP /MDP Attended	Resource Person
	International	National	Case Study	Journals	Edited Book	Referred Conference Proceedings	Articles			
Shyam B R	08	08	01	07	04	08	01	03	13	09

Code/Course	ISBN	Author/s	Title	Publication	Price (Rs)
12MBA22 - VTU	978-93-82249-98-6	Arun Kumar S, Shyam B.R	Quantitative Methods II	Thakur Publisher's: Bengaluru, 2013	170/-
12MBAHR3 41- VTU	978-93-83130-96-2	Dr. C . Srikanth, Grace Hemalatha, Shyam B.R	Recruitment and Selection	Thakur Publisher's: Bengaluru, 2013	115/-
14MBAHR3 01 - VTU	978-93-5163-632-8	Shyam B R	Industrial Relations & Legislations	Thakur Publisher's: Bengaluru, 2015	160/-

PUBLICATIONS OF BOOKS / PAPERS / ARTICLES

Books/Papers Published in Academic Years i.e. 2008 - 2016

List of Books Published

1. Arun Kumar S, Shyam B R. (2013). **Quantitative Methods II**. Thakur Publisher's: Bengaluru. (ISBN: 978-93-82249-98-6)
2. Dr. C. Srikanth, Grace Hemalatha, Shyam B.R. (2013). **Recruitment and Selection**. Thakur Publisher's: Bengaluru. (ISBN: 978-93-83130-96-2)
3. Shyam B R. (2015). **Industrial Relations & Legislations**. Thakur Publisher's: Bengaluru. (ISBN: 978-93-5163-632-8)

List of Paper's Published in International Journals

1. Shyam B R, Dr N K Ramachandra Gowda. (Aug 14th 2012). Article No: **Disaster Management - A Tuning Solution Against All The Odds**. World Journal of Science and Technology (WJST), Vol 2, No 5 (2012), Page No 100 - 103. (ISSN: 2231-2587) Guest Editor: Sunilkumar Sangame & Sanjaykumar C Gowre
 2. Shyam B R, Dr N K Ramachandra Gowda. (Sep 28th 2013). Article No: 1, **A Descriptive Study Of Motivating Sales Staff Towards Selected Organized Retail Formats With Special Reference To Mysore City, Karnataka**. International Journal of Communications and Engineering (IJCAE). Vol 4, Issue 3, Page No 01 - 06. (ISSN: 0988-0382E)
 3. Shyam B R, Dr N K Ramachandra Gowda. (Nov 26th 2013). Article No: 54, **Admit Mistake Take Respect A New Paradigm Of Leadership In Human Resource And Organizational Behavior**. International Journal of Communications and Engineering (IJCAE). Vol 4, Issue 3, Page No 472 - 476. (ISSN: 0988-0382E)
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4. Shyam B R, Dr N K Ramachandra Gowda. (Jan-March 2014). Article No: 23, **A Comparative Study Of Dynamic Nature Of Human Resource Management Functions Stimulating Apparels Management.** International Journal of Business and Administration Research Review (IJBARR). Vol 1, Issue 3, Page No 147 - 151. (ISSN: 2348-0653). Impact Factor: 0.314

5. Shyam B R, Dr N K Ramachandra Gowda. (April-June 2015). Article No: 12, **Neuro Motivation of Sales Staff: A Case Study of Selected Organized Retail Formats of Tier 1, 2 & 3 Cities in Karnataka.** International Journal of Business and Administration Research Review (IJBARR). Vol 1, Issue 10, Page No 70 - 75. (ISSN: 2348-0653). Impact Factor: 3.072

6. Shyam B R, Dr N K Ramachandra Gowda. (April-June 2015). Article No: 05, **Mid - Career Malaise: Why We Experience.** International Journal of Business and Administration Research Review (IJBARR). Vol 2, Issue 10, Page No 24 - 26. (ISSN: 2348-0653). Impact Factor: 3.072

7. Shyam B R, Dr N K Ramachandra Gowda. (Sep 2015). Article No: 03, **A Comparative Study Of Dynamic Nature Of Product Life Cycle Stimulating Employee Life Cycle.** Adarsh Journal of Management Research (AJMR). Vol 8, Issue 2, Page No 21 - 24. (ISSN: 0974-7028). IC Value: 4.13

List of Paper's Published in Edited Book

1. Shyam B R, Dr N K Ramachandra Gowda. (July 2012). **A Comprehensive Study Of Dynamic Nature Of Human Resource Management Functions Stimulating Apparels Management.** Published as edited book - **Current Trends In Engineering And Management**, Track 6: Management 6.8, MBA_910, Page No: 160, Himalaya Publishing House Pvt. Ltd. (ISBN: 978-93-5051-905-9)

2. Shyam B R, Dr N K Ramachandra Gowda. (Aug 2012). **Managing Generation Y Employees - A Must For The Future Perfect.** Published as edited book - **Managing Generation Y Employees: Challenges & Opportunities**, Section A: Academicians & Research Scholars, Chapter 7, Page No: 92 - 97, The Associated Publisher's. (ISBN: 978-81-8429-073-8)

3. Shyam B R, Dr N K Ramachandra Gowda. (Oct 2012). **A Study On Reengineering M For Management By Bridging The Gap Between Theory And Practical – Industry University Interface.** Published as edited book - **Contemporary Management Education**, Article No: 27, Page No: 144 - 146, Himalaya Publishing House Pvt. Ltd. (ISBN: 978-93-5097-182-6)

4. Shyam B R, Dr N K Ramachandra Gowda. (April 2013). **Motivating Sales Staff In The Big Box Retail - An Indelible Challenge.** Published as edited book – **FDI Issues In Indian Retail Sector**, Article No: 27, Page No: 144 - 146, Himalaya Publishing House Pvt. Ltd. (ISBN: 978-93-5097-471-1)

List of Paper's Published in Refereed Conference Proceedings

1. Shyam B R, Dr N K Ramachandra Gowda. (April 2011). **Industry University Interface.** Published as refereed conference proceedings, **SOUVENIER, Re-Engineering Of Management Education**, Page No: 97

2. Shyam B R, Dr N K Ramachandra Gowda. (May 2011). **Emotional Intelligence - A New Praxis For Corporate Managers.** Published as refereed conference proceedings, Opportunities and Challenges for Future Managers, Page No: 266 – 270. (ISBN: 978-81-921623-0-0)

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3. Shyam B R, Dr N K Ramachandra Gowda. (Sep 2011). **Disaster Management - A Tuning Solution Against All The Odds**. Published as refereed conference proceedings, Communication, Computation, Management and Nano Technology. (ISBN: 978-81-921740-0-6)
 4. Shyam B R, Dr N K Ramachandra Gowda. (March 2012). **Employee Motivation - An Eternal Challenge**. Published as refereed conference proceedings, **Human Resource Management**, Page No: 9
 5. Shyam B R, Dr N K Ramachandra Gowda. (Dec 2012). **Old Concerns, New Findings: Motivating Sales Staff**. Published as refereed case study proceedings, Session III, Track III: HR & OB, Page No: 41
 6. Shyam B R, Dr N K Ramachandra Gowda. (Dec 2012). **An Overview Of Ringmaster Of Overcoming Risk And Disaster Management Challenges: A Comprehensive Study**. Published as refereed conference proceedings, 6th International Conference on Decision Sciences for Performance Excellence, Session III, Track II: General Management, Page No: 63
 7. Shyam B R, Dr N K Ramachandra Gowda. (April 5th - 6th 2013). **Admit Mistake Take Respect A New Paradigm Of Leadership In Human Resource And Organizational Behavior**. Published as refereed conference proceedings. Page No: 41. (ISBN: 978-81-921740-2-0)
 8. Shyam B R, Dr N K Ramachandra Gowda. (April 5th - 6th 2013). **A Descriptive Study Of Motivating Sales Staff Towards Selected Organized Retail Formats With Special Reference To Mysore City, Karnataka**. Published as refereed conference proceedings. Page No: 41. (ISBN: 978-81-921740-2-0)

List of Article's Published

1. Shyam B R (July 2013). **M For Management**. Page No: 16 - 17, The Benchmark: Etching Your Expression, MIT – Mysore.

PAPER / CASE STUDY PRESENTATION - INTERNATIONAL/NATIONAL

Case Study Presented at International Conferences

1. Shyam B R, Dr N K Ramachandra Gowda. (Dec 14th - 15th 2012). **Old Concerns, New Findings: Motivating Sales Staff**. International conference on International Case Study Conference (ICSC 2012). Organized by IBS, in association with academic partner ECCH - The Case for Learning & Partner University - University Utava, Malaysia, Hyderabad, A.P, India.

Paper Presented at International Conferences

1. Shyam B R, Dr N K Ramachandra Gowda. (April 8th -9th 2011). **Industry University Interface**. International Conference on Re – Engineering of Management Education. Organized by Department of Studies and Research in Commerce and Management, KSOU, Manasagangothri, Mysore, Karnataka, India.
 2. Shyam B R, Dr N K Ramachandra Gowda. (Sep 23rd - 25th 2011). **Disaster Management – A Tuning Solution Against All The Odds**. International Conference on Communication, Computation, Management and Nano Technology. Organized by Rural Engineering College, Bhalki, Bidar, Karnataka, India. (ISBN: 978-81-921740-0-6), (ISSN: 2231-2587)
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3. Shyam B R, Dr N K Ramachandra Gowda. (Nov 2nd - 4th 2011). **Behavioural Characteristics Of Entrepreneurial Activity - A Leadership By Invention, Innovation, Initiative & Risk Taking.** International Conference on The Internationalization of SME's: Emergent Perspectives. Organized by National School of Business, Supported by the special unit for south corporation – UNDP/UNO, J.P. Nagar, Bangalore, Karnataka, India.

4. Shyam B R, Dr N K Ramachandra Gowda. (Dec 8th - 10th 2011). **Strategic Leadership - Thinking Outside The Box For Global Competitiveness.** International Conference on Innovative Strategies for Global Competitiveness. Organized by RV Institute of Management, Bangalore, Karnataka, India.

5. Shyam B R, Dr N K Ramachandra Gowda. (March 29th - 30th 2012). **Employee Motivation - An Eternal Challenge.** International Conference on Human Resource Management. Organized by Department of HRM & Soft Skills, IBS, Hyderabad, A.P, India.

6. Shyam B R, Dr N K Ramachandra Gowda. (July 12th - 14th 2012). **A Comprehensive Study Of Dynamic Nature Of Human Resource Management Functions Stimulating Apparels Management.** International Conference on Current Trends in Engineering and Management. Organized by Vidyavardhaka College of Engineering, Gokulam, III Stage, Mysore, Karnataka, India. (ISBN: 978-93-5051-905-9)

7. Shyam B R, Dr N K Ramachandra Gowda. (Nov 22nd - 23rd 2012). **An Overview Of Global Crisis Impact And Management Strategies With Reference To Global Business Opportunities And Challenges: A Comprehensive Study.** International Conference on Global Business Opportunities and Challenges. Organized by Department of MBA, PES Institute of Technology, in association with the International Society for Competitiveness (ISC), Indian a University of Pennsylvania, U.S.A, Bangalore, Karnataka, India.

8. Shyam B R, Dr N K Ramachandra Gowda. (Dec 27th - 29th 2012). **An Overview Of Ringmaster Of Overcoming Risk And Disaster Management Challenges: A Comprehensive Study.** International Conference on 6th International Conference - Decision Sciences for Performance Excellence. Organized by IBS, in collaboration with the Indian Subcontinent Region of Decision Sciences Institute (Atlanta, USA), Hyderabad, A.P, India.

Paper Presented at National Conferences

1. Shyam B R, Dr N K Ramachandra Gowda. (May 20th - 21st 2011). **Emotional Intelligence - A New Praxis For Corporate Managers.** National conference on Opportunities and Challenges for Future Managers. Organized by Department of Master of Business Administration, Rural Engineering College, Bhalki, Bidar, Karnataka, India. (ISBN: 978-81-921623-0-0)

2. Shyam B R, Dr N K Ramachandra Gowda. (Sep 15th 2011). **Managing Generation Y Employees - A Must For The Future Perfect.** National conference on Managing Generation Y Employees: Challenges & Opportunities. Organized by Department of Master of Business Administration, PES Institute of technology, Bangalore, Karnataka, India. (ISBN: 978-81-8429-073-8)

3. Shyam B R, Dr N K Ramachandra Gowda. (Jan 20th 2012). **Motivating Sales Staff in the Big Box Retail - An Indelible Challenge.** National conference on FDI Issues in Indian Retail Sector. Organized by Department of Management Studies, SDM College of Technology & Management, Dharwad, Karnataka, India. (ISBN: 978-93-5097-471-1)

4. Shyam B R, Vimala S Moogi. (Mar 27th 2012). **Employee Attrition & Retention Strategies (A Case Study Of ICICI Prudential Life Insurance Company, Bangalore).** National conference on A National

Level Technical Competition. Organized by Vivekananda College of Engineering & Technology, Decennial Year Celebration, Jnana Sangama 2012, Puttur, DK, Karnataka, India.

5. Shyam B R, Dr N K Ramachandra Gowda. (Oct 10th 2012). **A Study On Green Human Resource Management - An Emerging Trend In The Professional World**. National conference on Green Human Resource Management: Opportunities & Challenges. Organized by Department of Master of Business Administration, PES Institute of technology, Bangalore, Karnataka, India.

6. Shyam B R, Dr N K Ramachandra Gowda. (Oct 31st 2012). **A Study On Reengineering M For Management By Bridging The Gap Between Theory And Practical - Industry University Interface**. National conference on Emerging Issues & Innovations in Management Education. Organized by Department of Studies& Research in Business Administration, Tumkur University, Tumkur, Karnataka, India. (ISBN: 978-93-5097-182-6)

7. Shyam B R, Dr N K Ramachandra Gowda. (April 5th - 6th 2013). **Admit Mistake Take Respect A New Paradigm Of Leadership In Human Resource And Organizational Behavior**. National conference on Recent Trends in Management and Technology NCMT - 2013. Organized by Department of MBA, and MCA, Bheemanna Khandre Institute of Technology, Bhalki, Karnataka, India. (ISBN: 978-81-921740-2-0)

8. Shyam B R, Dr N K Ramachandra Gowda. (April 5th - 6th 2013). **A Descriptive Study of Motivating Sales Staff Towards Selected Organized Retail Formats With Special Reference To Mysore City, Karnataka**. National conference on Recent Trends in Management and Technology NCMT - 2013. Organized by Department of MBA, and MCA, Bheemanna Khandre Institute of Technology, Bhalki, Karnataka, India. (ISBN: 978-81-921740-2-0)

RESOURCE PERSON / INVITED TALKS

1. Shyam B R. (Feb 3rd 2011). **Managing Your Emotions**. Management Edge - Maharaja Institute of Technology, Mysore, India.

2. Shyam B R. (July 29th 2011). **Office Manners Irsome**. Professional Placement Training Camp - DIET, Mysore, India.

3. Shyam B R. (Jan 8th 2012). **What Corporate Expects from an MBA?** VTU Regional Office, Mysore, India.

4. Shyam B R. (April 12th 2012). **Managing Gen Y Employees & Trend Techniques**. MIT - MBA, Mysore, India.

5. Shyam B R. (April 18th 2012). **Group Discussion**. Sri Gopalswamy Academy of Professional Education, Mysore, India.

6. Shyam B.R. (August 11th 2013). **Who is a Leader?** VTU Regional Office, Mysore, India.

7. Shyam B R, Krupa B Nair. (April 3rd 2014). **How to Present a Paper**. Sri Gopalswamy Academy of Professional Education, Mysore, India

8. Shyam B R. (March 14th 2015). **Traits of a Good Leader**. Seshadripuram Degree College, Mysore, India.

9. Shyam B R. (April 22nd 2016). **What Corporate Looks From MBA: Personal & Social Competencies.** Yuvarajas College, DOS – MBA, Mysore, India.

**FACULTY DEVELOPMENT PROGRAM / FACULTY EFFECTIVENESS PROGRAM /
MANAGEMENT DEVELOPMENT PROGRAM ATTENDED**

1. One day Workshop on **Case Writing and Analysis.** (Nov 3rd 2010). Organized by Surana College, Centre for Post Graduate Studies, Bangalore, Karnataka, India.

2. One Day Workshop on **Pedagogy for Revised 1st Semester MBA Subjects.** (Oct 13th 2012). Conducted by VTU, Belgaum, in association with Department of Master of Business Administration, PES Institute of technology, Bangalore, Karnataka, India.

3. One Day Workshop on **New Syllabus Model Question Paper.** (Dec 22nd 2012). Conducted by VTU, Belgaum, in association with Department of Master of Business Administration, PES Institute of technology, Bangalore, Karnataka, India.

4. Two day **Faculty Development Program.** (Feb 1st - 2nd 2013). Organized by Department of MBA, Maharaja Institute of Technology, Mysore, Karnataka, India.

5. One Day Workshop on **Pedagogy for Revised 2nd Semester MBA Subjects and Skill Based Question.** (April 6th 2013). Conducted by VTU, Belgaum, in association with Department of Master of Business Administration, PES Institute of technology, Bangalore, Karnataka, India.

6. Three Day Faculty Development Program on **Research Methodology and Latex.** (Aug 21st - 23rd 2014). Organized by Department of Electrical and Electronics Engineering, Vidyavardhaka College of Engineering, Mysore, Karnataka, India.

7. Two day **Faculty Development Program.** (Jan 21st - 22nd 2015). Organized by Department of MBA, Maharaja Institute of Technology, Mysore, Karnataka, India.

8. One Day Workshop on **Awareness Programs on Plagiarism and Process Adopted at VTU in Respect of Plagiarism Check for Ph.D Thesis.** (June 21st 2015). Conducted by VTU, Belgaum in association with VVCE, Mysore, Karnataka, India.

9. Two day **Faculty Development Program: Chintana Mantana.** (July 27th - 28th 2015). Organized by Maharaja Institute of Technology, Mysore, Karnataka, India.

10. One **Day Faculty Exchange Programme IIMK.** (Aug 26th 2015). Organized by Department of MBA, Maharaja Institute of Technology, Mysore, Karnataka, India.

11. One day **Workshop on Implementation of CBCS for Management Program** (Sep 11th 2015). Organized by VTU, Belgaum in association with KS School of Engineering and Management, Bengaluru, India.

12. Two day **Faculty Development Program on Research Methodology and Statistical Analysis Using SPSS.** (Feb 26th – 27th 2016). Organized by JSS Centre for Management Studies, Mysore, Karnataka, India.

13. One day **Workshop on New Subjects in Management Program** (March 5th 2016). Organized at VTU - RO, Bengaluru, India.
