

## PERSONAL PROFILE

**Prof. Rudrakumar.M.M**



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- a) Name with Designation : **Prof. Rudrakumar.M.M**  
**Principal**  
Nehru Memorial college, Sullia  
Dakshina kannada.574327
- b) Qualification : **M.Com., M.Phil., UGC-NET.**
- c) Address : Rudrakumar.M.M.,  
s/o M.C.Mallanna,  
Assistant Professor,  
# 131, Mukkadahally,  
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E-mail :[rudra.kumar33@gmail.com](mailto:rudra.kumar33@gmail.com)
- d) Date of Birth : 08/07/1973
- e) Date of joining the service : Full time temporary: 01/07/1999  
Full time Permanent: 01-07-2015
- f) Total Year of service : 24 YEARS

### **Academic/Human Resources Development Centre Courses**

<b>No.</b>	<b>Course</b>	<b>University/Institution</b>	<b>Year</b>
1.	<b>Orientation Course:</b>	University of Mysore	12-10-1998 to 14-11-1998
2.	<b>Capacity Building Programme:</b>	Bharathiar University	1-11-2019 to 14-11-2019
3.	<b>Virtual Refresher Course:</b>	K.S.Rangaswamy College Of Technology and Nature science Foundation Coimbatore	5-6-2020 to 25-6-2020
3.	<b>Refresher Course:</b>	University of Hyderabad	4-8-2020 to 18-8-2020
3.	<b>Refresher Course:</b>	University of Mysore	21-10-2020 to 03-11-2020
4.	<b>Refresher Course:</b>	University of Kerala	14-07-2023 to 27-07-2023

### **Academic Membership BOS/BOE**

1.	Member of BOS (Board of Studies) UG from 2021-22 ....	Mangalore University
2.	Member of BOS (Board of Studies) UG from 2022-23 ....	Lingaraj College ( Autonomous ) Belagavi.

- Member of Association of Mangalore University College Teacher (R)  
– **AMUCT**
- Member of Mangalore University Commerce Teacher's Association  
**MUCTA.**
- Member of Mangalore University Private college Principal's Association

- Vice-President Mangalore University Private college Principal's Association

### Participation in Works Shops and Special Occasions.

Year	Topic	Institution	Place
2015 Feb	IQAC workshop on NAAC	Mangalore university  Mangalagangothri	konaje
2015 July	Revised B.com. curriculum	Vijaya college, mulki	Mulki
2016	IQAC workshop on NAAC	Kukke shri subhramanya college , kukkesubhramanya ,	Kukke subhramanya
2016	CBCS workshop on B.Com syllabus	Sri durga Parameshwari Temple First Grade College	Kateel
2017 Nov	IQAC workshop on new methodology of NAAC SSR	Mangalore Accademy of professional studies(MAPS)	Mangalore

2017 Dec	Revised B.com syllabus GST	University college , Hampankatta,	Mangalore
2018 July	CBCS workshop on B.Com syllabus	Padua college Nanthor	Mangalore
2018 September	Workshop on Basic Statistical Methods Using EZR( Easy R)	St.Philomena College Puttur	Puttur
2019 October	FDP on “ Emerging Perspectives in Commerce,Management and Research Methodology”	Vivekananda College of Engineering and Technology, Puttur	Puttur
2023	Work shop on KCSR	GFGC Virajpet Kodagu	Virajpet

## List of Seminars and Conferences Attended

Sl.No.	Name of the conference	Name of The institute	Name of the University	State/National/ International
1.	Indian Retail Industry – challenges, opportunities and strategies.	Nehru Memorial college, sullia , Dakshina kannada.	Mangalore University	National Seminar
2.	Developing local standards based on country wide criteria	Nehru memorial college, Sullia	Mangalore University	National seminar

3.	Plantation crops in southern India: issues and challenges	Nehru memorial college, Sullia	Mangalore University	National seminar
4.	Democratization and globalization of international Business-issues and challenges	Department of studies in commerce, Mangalore University	Mangalore University	National level Seminar
5.	Corporate social responsibility: challenges and new initiatives	Department of studies in commerce, Mangalore University	Mangalore University	National level conference
6.	Role of Institutional finance in the development of Agriculture and business dynamics	Department of studies in commerce, Mangalore University	Mangalore University	National level conference
7.	Crisis in the Indian Banking Sector –Issues and concerns	SBRR Mahajana college Mysore	University of Mysore	National level Seminar
8.	Emerging trends in finance, accounting and Banking	Sri Dharmasthala manjunatheshwara institute for Managemnt Development	University of Mysore	Inter-National conference
9.	Impact of cashless policy on the development of Banking Sector	Arts, commerce and science college, Kolhar	SPP UNIVERSITY,PUNE	National level conference
10.	Application of management research in social science, engineering and technology	MAMAB-Schoolsiruganur, tiruchirapalli	MAMB engineering college	National level conference
11.	Social Entrepreneurship and sustainable development	KSS College Subrahmanya	Mangalore University	National level Seminar
12.	Contemporary innovations in Industry and Commerce	Department of studies in commerce, Mangalore University	Mangalore University	International conference

13.	Innovative banking in digital era	Poornaprajna college PG centre Udupi	Mangalore University	National level conference
14.	Emerging business trends	Department of studies in commerce, Mangalore University	Mangalore University	National level conference
15.	Future dimensions in higher education: a quantum leap in Technology	GFGC MADIKERI	Mangalore University	International conference
16.	Emerging trends in financial market	St.Jhon's college of Arts and science	Bangalore university	National conference
17.	Corporate governance and financial management	Department of studies in commerce, Mangalore University	Mangalore University	National conference
18.	Digital India: progress, New initiatives and challenges	Department of studies in commerce, Mangalore University	Mangalore University	National conference

### List of Papers presented in the seminars and Conferences

Sl.No.	Name of the conference	Name of The institute	Tittle of the Paper	State/National /International
1	Democratization and globalization of international Business- issues and challenges	Department of studies in commerce, Mangalore University	A Descriptive analysis on opportunity and challenges facing Indian entrepreneurs in global market	National level Seminar

2	Corporate social responsibility: challenges and new initiatives	Department of studies in commerce, Mangalore University	Corporate social responsibility: Banks in India	National level conference
3	Role of Institutional finance in the development of Agriculture and business dynamics	Department of studies in commerce, Mangalore University	Evaluation of agricultural credit policy in India	National level conference
4	Crisis in the Indian Banking Sector – Issues and concerns	SBRR Mahajana college Mysore	Banking transformation through green banking in India, their effects and implications of Kodagu district	National level Seminar
5	Emerging trends in finance, accounting and Banking	Sri Dharmasthala manjunatheshwara institute for Manageent Development	Students perception towards Green banking- with special reference to emerging trends in Banking developments	Inter-National conference
6	Impact of cashless policy on the development of Banking Sector	Arts, commerce and science college, Kolhar	Customer perception towards mobile banking: with special reference to cash less transaction in Mysore city of karnataka state	National level conference
7	Application of management research in social science, engineering and technology	MAMAB- Schoolsiruganur, Tiruchirapalli	Demonetization impact of digital banking: A Big boost for digital economy A study with special reference to Mukkadahally village	National level Conference
8	Social Entrepreneurship and sustainable development	KSS College Subrahmanya	Entrepreneurship development in India: role of financial Institutions and Commercial banks	National level Seminar

9	Contemporary innovations in Industry and Commerce	Department of studies in commerce, Mangalore University	Emerging Technology in Indian banking Sector: ICT innovation	International conference
10	Innovative banking in digital era	Poornaprajna college PG centre Udupi	Customer perception towards digital banking: with special reference to Sullia taluk of Dakshinakannada	National level conference
11	Emerging business trends	Department of studies in commerce, Mangalore University	SIDBI Financial schemes for MSME a study	National level conference
12	Future dimensions in higher education: a quantum leap in Technology	GFGC MADIKERI	Emerging Issues, Challenges and suggestions of higher Education in India	International conference
13	Emerging trends in financial market	St.Jhon's college of Arts and science	E-banking services in India	National conference
14	Corporate governance and financial management	Department of studies in commerce, Mangalore University	Emerging ICT technology in Indian Banking Sector	National conference
15	Digital India: progress, New initiatives and challenges	Department of studies in commerce, Mangalore University	Online Banking: oppurtunities and challenges in India	National conference

## List of the Publication in Journals and Conference proceedings With ISSN /ISBN



Sl.No.	Name of the Journal/Conference Proceedings	Publisher	Title of the Paper	Volume No. and Year	ISSN/ISBN	Page No.
1.	International Journal of Emerging Technologies and Innovative Research an open access journal	Website http://www.jetir.org  JETIR Gujrat, India	Banking transformation through Green banking in India, Their effects and implication of Kodagu District	Vol-5, Issue-10, October-2018,	ISSN: 2349-5162	page no. 103-108  Impact factor: 5.87
2.	AJANTA peer Reviewed Referred and UGC listed journal	Ajanta Prakashan	Customer perception towards mobile banking: with special reference to cashless transaction in Mysuru city of Karnataka state	Vol-VIII, ISSUE-1, January-march-2019,	ISSN 2277-5730	Page no. 18-26 Impact factor 5.5
3.	Conference proceedings NCAMRSSET 2019	M.A.M.B-School	Demonetization Impact of Digital Banking: A Big Boost For Digital Economy: a study with special reference to Mukkadahally Village.	Vol-9	ISBN: 978-93-5346-428-8	Page no. 642-646
4.	Studies in Indian Places Names	Online publication	Challenges of Teachers and Opportunities for students of Information and communication technology role of teachers and students situation of Indian Higher Education	Vol-40, Issue 60,  Impact factor: 6.3  March - 2020	ISSN: 2394-3114	
5.	ROLE OF DIGITAL BANKING IN ECONOMIC DEVELOPMENT	Nithya publications, Bhopal MP	A study on perception of pot Graduate students towards green banking with special reference to	2022	ISBN: 978-93-94894-91-4	Page no. 22-28

			Nehru Memorial college PG center Sullia			
6.	ROLE OF DIGITAL BANKING IN ECONOMIC DEVELOPMENT	Nithya publications, Bhopal MP	History of Green Banking in India	2022	ISBN: 978-93-94894-91-4	Page no. 38-47
7.	Future dimensions in higher education: a quantum leap in Technology	Conference proceedings	Emerging Issues, Challenges and suggestions of higher Education in India	Volume 1-2020	ISBN: 978-81-940165-9-5	Page no. 265-272
8.	B.Aadhar peer reviewed and refreed Indexed multidisciplinary International Research Journal	Aadhar International Publication	Factors influencing the Customer to use green banking services: a study with special reference to Kodagu District of Karnataka State	Volume: CCCLXXVIII Issue no. 378 November 2022	ISSN : 2278-9308	Page no. 129-134
9.	Multidisciplinary approach In Arts, science & Commerce ( Volume-4)	The Hill Publication	Green banking: A study On Perceptions of Customers and bankers	Vol-4 2023	ISBN: 978-81-962702-4-7	Page no. 21-26
10.	Innovation of Miultidiciplinary Research in Present and Future Time (volume – 2)	Insta publishing	Perception of bankers towards E-Banking	Vol-2 2023	ISBN: 978-93-95037-26-6	Page no. 29-37
11.	Research and Development	Notion Press, Chennai, India	Impact of e-banking towards the society: The emergence of financial technology of green banking in India	October 2022	ISBN 13: 979-8888335222	Page no. 102-114

12.	Contemporary research explorer	Notion press India, Singapore Malaysia	A study on internet banking security of Selected bank customers: with special reference to Mysuru city of Karnataka state	2022	ISBN: 13:979-8888056264	Page no. 32-57
13	International conference on digital for sustainable development	Conference proceedings	Customer perception towards Green Banking: A study with special reference to Madikeri Taluk of Kodagu District	June 2023		
14.	International conference on "Recent Global Trends in Science, Technology Commerce and Management	Conference proceedings	Customer Satisfaction of E-Banking: An Empirical study	May 2023		