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**K. S. GROUP OF INSTITUTIONS**

**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**

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**DEPARTMENT OF MANAGEMENT STUDIES**

<b>Faculty Name</b>	ROOPA BALAVENU	
<b>Designation</b>	ASSISTANT PROFESSOR	
<b>Educational Qualification</b>	BBM, MBA, (Ph. D)	
<b>Experience in Years</b>	Teaching: 11.9 Yrs Industry : 3 Yrs.	
<b>Areas of Interest</b>	Management and Finance	
<b>E-mail</b>	Roopa.balavenu@kssem.edu.in	

**Educational Details**

<b>Examination/ Degree</b>	<b>College / University</b>	<b>Year of Passing</b>
UG	MAHAJANA FIRST GRADE COLLEGE, UNIVERSITY OF MYSORE	1998
PG	SRI JAYACHAMARAJENRA COLLEGE OF ENGINEERING/VTU	2000
PhD	Pursuing in VTU	

**Publications**

**Journal Publications:**

1. “An empirical investigation in analysing the Proactive approach of artificial intelligence in regulating financial sector” published in Springer journal 2022, ISSN-ICETCE 2022, CCIS 1591, PP 90-98, 2022.
2. “Comparative empirical study of SBI Mutual Fund vis a vis its selected Competitors” Turkish online journal of qualitative enquiry, volume no 12, no 8, 2021, ISSN:1309-6591, SCOPUS journal.
3. “An Empirical Study on Exchange Rate Movement and its impact on Indian Stock Market Volatility” in BIMS International Journal of Social Sciences and Research (BIMS-IJSSR) ISSN-2455 4839 , Vol-4, Issue-4, Jan 2020.
4. Co-Integration of Indian Capital Market with the Global Stock Markets in Shanlax International Journal of Management, ISSN :2321-4643, Vol-5, Special Issue 2, Pg-231, Aug. 2017
5. Impact of Earning Per share on Market Value an Empirical study with reference to JK Tyre published in International Journal Research in Commerce, Economics and Management, ISSN: 2231-4245, Vol-6, Issue No. 08(August-2016), Pg-75
6. Technical Analysis on Commodity Market, Bonfring International Journal of Industrial Engineering and Management, ISSN: 2250-1096, Vol-5, Special Issue, pg-165, Aug. 2015

**Conference Papers :**

1. “Comparative Empirical Study of SBI Mutual Fund Vis a Vis Its selected Competitors” in International Conference on Commerce, Management and Interdisciplinary Subjects (ICCMIS) organized by the Department of Commerce and International Business, School of Business Studies, Central University of Kerala, held on 28 & 29<sup>th</sup> Oct. 2021.
2. Performance Evaluation of Mutual Funds- A Strategy for Managing VUCA (Volatility, Uncertainty, Complexity and Ambiguity) at International Conference on VUCA- Enhancing Productivity in Present Business Environment of PES University, Bangalore on 7th and 8th March 2015.
3. An empirical study on Technical Analysis of Bank Scrips under CNX Bank Index at RVIM International Conference on 12th and 13th Dec. 2013.
4. HR Retention Strategies in IT Sector at Padmashree Institute of Management National Conference, Bangalore on 31st Mar. 2012.
5. A study on initiatives taken by Info Tech Industries to retain Knowledge Workers at JJATE National Conference on 14th Oct. 2011

6. Strategic Outsourcing at M.S. Ramaiah Institute of technology National Conference, Bangalore on 20 & 21 April 2011 , ISBN: 978-81-7446-952-6
7. An Empirical study on the impact of Employee Engagement Practices on Reputation of the Organization “Special reference to Retail Outlets in Bangalore” at Kuvempu University, Institute of Management Studies and Research National Conference, Shimoga on 18 & 19 March 2011, ISBN: 978-83-81361-19- 1
8. Green Management: A Social Responsibility of corporate at DMI College of Engineering National Conference, Chennai on 18 & 19 March 2011 • E-Government in India – Opportunities & Challenges at Shiva Shavani Institute of management International Seminar, Secunderabad on 11th & 12th Feb 2011, ISBN: 978-81-905242-0-7

## Awards

NA

## Other Accomplishment

- i. Published two papers in SCOPUS index journal.
- ii. Resource person for one session on “Effective Communication Skills” in FDP for the faculties of RRCE.
- iii. VTU, MSRIT and BMS Question Paper Setting
- iv. Project Evaluation and Conduction of VIVA for other colleges of VTU
- v. Ten Professional Memberships of different National and International institutes
- vi. 100% result Appreciation Certificates
- vii. Best Conference Paper Award

## Research Guidance

NA

## Professional Membership

Member of

- Human Capital Institute (HCI)
- IFERP (Institute of Engineering Research and Publication)
- Academic Research Index- Research Bib
- BNI-India (Business Network International)

- IBEF (India Brand Equity Foundation)
- HR.com
- UN Online Volunteers
- Eurasia Research and Teaching and Education Research Association (TERA)
- NHRD (National HRD)
- MTC( Management Teachers Consortium)

## **Contact Details**

**Name: ROOPA BALAVENU**

**Official Address: Department of MBA, KSSEM,#15, Mallasandra, Off Kanakapura Road,  
Bengaluru 560109**

**Alternate Email:roopabalavenu2@gmail.com**