



## K. S. SCHOOL OF ENGINEERING & MANAGEMENT

**KSSEM**  
K. S. SCHOOL OF ENGINEERING & MANAGEMENT

# 15, Mallasandra, Off. Kanakapura Road, Bengaluru-560109, Karnataka, INDIA.

<b>Faculty Name</b>	NAYANA.H.P	
<b>Designation</b>	ASSISTANT PROFESSOR	
<b>Educational Qualification</b>	M.B.A(PH.D)	
<b>Experience in Years</b>	12	
<b>Areas of Interest</b>	MANAGEMENT & COMMERCE	
<b>E-mail</b>	nayanahp@kssem.edu.in	

### Educational Details

<b>Examination/ Degree</b>	<b>College / University</b>	<b>Year of Passing</b>
UG	S.J.V.P College/Kuvempu University	2007
PG	S.C. Institute of Technology & Management/VTU	2009
PhD	S.J.B.I.T/Mysore University	Pursuing

### Publications

#### Journal Publications:

1. Effects of E-Marketing on End-Users
2. Influence of AI on Buyers perception.
3. Impact of Crypto currency on our economy.

#### Conference Papers :

-NIL

## Awards

1. State level 3<sup>rd</sup> prize in Volley Ball during 2006
2. State level 2<sup>nd</sup> prize in “Bangalore swimmers 2019”
3. Best Principal award during 2021-24
4. Best Local Inquiry Committee co-coordinator award during 2023
5. Best Income Tax teacher award during 2024

## Other Accomplishment

1.NIL

## Research Guidance

1.NIL

## Professional Membership

1. NIL

## Contact Details

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