


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

## 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

Examination/ Degree	College / University	Year of Passing
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

<b>Awards</b>
<ol style="list-style-type: none"><li>1. State level 3<sup>rd</sup> prize in Volley Ball during 2006</li><li>2. State level 2<sup>nd</sup> prize in “Bangalore swimmers 2019”</li><li>3. Best Principal award during 2021-24</li><li>4. Best Local Inquiry Committee co-coordinator award during 2023</li><li>5. Best Income Tax teacher award during 2024</li></ol>
<b>Other Accomplishment</b>
1.NIL
<b>Research Guidance</b>
1.NIL
<b>Professional Membership</b>
1. NIL
<b>Contact Details</b>
<p><b>Name:</b> Nayana.H.P <b>Contact No-</b>9611238191 <b>Official Address:</b>nayanahp@kssem.edu.in <b>No-46,shivaa krupaa nilaya,4<sup>th</sup> cross, simhadri layout Bangalore-61 Alternate Email:</b> nayana.sanjana@gmail.com</p>