

## Dr. Harishkumar M

#201/34, 3<sup>rd</sup> main, 2<sup>nd</sup> cross,  
Hanumanth Nagar, Bengaluru: 560019  
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Inspirational and student-focused Assistant Professor with a proven track record of enhancing student learning and academic performance. Passionate about delivering high-quality, engaging lectures that foster deep understanding and critical thinking. Committed to creating a positive and inclusive classroom environment that encourages academic excellence and personal growth. Skilled in curriculum development, instructional design, and mentoring, resulting in high levels of student satisfaction and improved learning outcomes.

### 1. Personal Information

1	<b>Name</b>	Dr. Harishkumar M
2	<b>Father's Name</b>	Mahadevappa
3	<b>Mother's Name</b>	Devamma
4	<b>Permanent address</b>	#127, Ganigara Mangala Road, Shagya Post and Village, Hanur Taluk. Chamarajanagar District, Pin code -571439
5	<b>Communication address</b>	201/34, 3rd main, 2nd cross, Hanumanth Nagar, Bengaluru – 560019 Mobile-9845814323
6	<b>Mobile No.</b>	+91 98458 14323
7	<b>E-mail</b>	harichintu1992@gmail.com
8	<b>Date of Birth</b>	06/08/1992
09	<b>Married/ single</b>	Single
10	<b>Nationality</b>	Indian

## 2. Academic Information

Examination Passed	Examining Body/ University	Year of passing/Awarded	Class
PhD	University of Mysore	2025	Awarded
PGDBA	Annamalai University (Distance)	2021	First
B.Ed	Bangalore University	2020	First
PGDFM	Annamalai University (Distance)	2018	Second Class
KSET	Government of Karnataka	2017	Eligible
M.COM	University of Mysore (Manasa Gangotri Campus)	2017	First class
B.COM	Bangalore University	2014	First class
PUC	Karnataka PU Board	2010	First class
S.S.L.C	Karnataka Secondary Education Board	2008	First class

## 3. Certificate Courses

SL. NO	Course Name	Name of the Institution	Grade Obtained
01	Basics of Computer Application	Sri Mathrubhumi Institute of Computer Education – Kollegala	“B”
02	Tally ERP 9	C-Cube Basavanagudi, Bengaluru.	“A+”
03	Diploma in Goods and Service Tax	Excellar Platform Private Ltd.	“A”

04	Diploma In Income Tax and Income Tax Filling	Excellar Platform Private Ltd.	“A”
05	Diploma in Tally Professional	Excellar Platform Private Ltd.	“A”

#### 4. Details of Teaching Experience

Total Number of years of Teaching experience: 09 years

SL. NO	Name of the Institution	Designation	Period From To
01	Sree Balaji Degree college, Hanumanth Nagar, Bengaluru.	Assistant Professor	15-07-2017 To 31-01-2020
02	Smt. VHD Central Institute of Home Science. Sheshadri Road, Bengaluru.	Assistant Professor	15-08-2018 To 31-09-2021
03	Sri Jagadguru Renukacharya College of Science, Arts & Commerce	Assistant Professor	25-05-2021 To 15-06-2024
04	Kristu Jayanti College, K Narayanapura, Bengaluru.	Assistant Professor	25-06-2024 To 10-04-2026

#### 5. Research Articles Published

SL. NO.	Title of the Article	Name of Journal/ Publication	ISSN/ISBN No.	SCOPUS/ UGC CARE/ PEER- REVIEWED	Year
1.	Exploring the Proliferation of E - Commerce to Quick Commerce: The Influence of Brand Resonance on Acceptance of Brand	Springer	ISBN: 2198-4182	Scopus	2026

	Extension-Mediating Role of Brand Trust				
2.	A Study on Employee Perception Towards the Adoption of Corporate Social Responsibility (CSR) Activities by Organizations in Karnataka, India.	Asian Journal of Advanced Research and Reports	ISSN: 2582-3248	Peer- review	2026
3.	Metaverse in Business and Commerce: Trends, Challenges and Opportunities	Springer	-	Scopus	2025 (Paper accepted waiting for publication)
4.	The Impact of Emotional Intelligence in Leadership on Teacher Engagement and Retention in HEIs: Examining the Mediating Role of Perceived Organizational Support and Career Advancement"	Springer	-	Scopus	2025 (Paper accepted waiting for publication)
5.	Navigating Financial Frontiers: How Literacy Empowers	Springer	ISBN: 978-3-032-10016-0	Scopus	2026

	Women to Transform Investment Decisions in India.				
6.	Emotive Labour and Its Implications for Employee Well-Being In Banking Sector	Springer	ISBN: 978-3-031-96530-2	Scopus	2025
7.	Artificial Intelligence Implementation on Marketing Models and Financial Strategies	IEEE	--	Scopus	2025
8.	Investors' Perception Towards Post Office Saving Schemes with Reference to Bangalore	Bharatiya Shiksha Shodh Patrika,	ISSN: 0970-7603	UGC Care	2024
9.	Decision-Making Processes of Bangalore Investors in Post Office Saving Schemes	IPE Journal of Management	ISSN 2249-9040	UGC Care	2024
10.	Investors' Awareness and Satisfaction Towards Post Office Saving Schemes with Reference to Bangaluru City	International Journal of Cultural Studies and Social Sciences	ISSN: 2347-4777	UGC Care	2024
11.	Determination Of Investment Decision	Shodhasamhitha	ISSN: 2277-7067	UGC Care	2022

	Making Behaviour of Individual Investors				
12.	Adoption Of Digital Payment System in Rural Area: A Study at Ramanagara District.	New Horizons	ISSN: 2277-5218	UGC Care	2021
13.	GST Implications on Indian Possessions: Issues And Opportunities- An Outline	Seshadripuram Journal of Social Sciences	ISSN:2581-6748	Peer- review	2021
14.	A Study on Challenges Faced By Mobile Payments In India.	Seshadripuram Journal of Social Sciences	ISSN:2581-6748	Peer- review	2020
15.	The Role of Technology Impact in Marketing	Seshadripuram Journal of Social Sciences	ISSN:2581-6748	Peer- review	2019
16.	Learning on Successful Digital Promotion Approach In Edification Zone At Bangalore City	Seshadripuram Journal of Social Sciences	ISSN:2581-6748	Peer- review	2019
17.	Study on Lending Norms of Karnataka Bank Ltd.	Printing Area : Peer – Reviewed International Journal	ISSN: 2394 5303	Peer- review	2019

### 6. Details of Article Reviewed as Peer Reviewer

SL No.	Title of the Article	Journal Name	Year
01	Determinants of Investment Awareness among Individual Investors in The Uttar Pradesh	South Asian Journal of Social Studies and Economics	2025

### 7. Details of Patent filed / published

Sl. No	Month and Year	Application Number	Title	Patent Status
				(Filed / Published)
1	June, 2024	202421063941	Intelligent Inventory Management System for Retail Business	Published
2	August, 2024	202441046925	The Effect of Green Finance on The Growth of Renewable Energy in India's Travel and Tourism Sector	Published

### 8. Supervision of Student Projects or Dissertations

SL. No	Student Name	Project Title	Year
01	Vikas D	A Study on the Impact of Social Media Marketing on Customer Engagement at Marketarra India Pvt.Ltd	2023

### 9. Details of Book Published

Sl. No.	Title of the Book	Details of Publisher	Year of publication	DOI / ISBN No.
01	Management Accounting	Vision Publication	2023	978-93-5840-726-6
02	Business Accounting	Infinite Learning Solution	2024	978-81-19521-51-7

03	Income Tax -I (AY 2024-25)	Infinite Learning Solution	2024	978-81-19521-72-7
04	Income Tax -I (AY 2025-26)	Infinite Learning Solution	2025	978-81-991239-8-4

#### 10. Details of the Refresher Course completed

Sl. No.	Date of Certification (dd/mm/yyyy)	Title of the Course	Complete Details of Course Provider	Course Duration Start – End Date
1.	16-07-2024	Institutional Quality Assurance and Enhancement – Role of Teachers	Human Resource Department - Kristu Jayanti College	24-06-2024 To 16-07-2024
2	27-06-2025	Integrated Refresher Programme on Innovative Teaching, Digital Learning Platforms and Research Practices	UGC-MMTTC, SGTB Khalsa College, University of Delhi in Collaboration with Kristu Jayanti College (Autonomous), Bengaluru	14-06-2025 To 27-06-2025
3	11-07-2025	NEP-2020 Orientation & Sensitization Programme	Ugc-MMTTC, SGTB Khalsa College, University of Delhi	02-07-2025 To 11-07-2025

### 11. Details of Paper Presentation

Sl. No.	Date of the Event (dd/mm/yyyy)	Title of the Paper	Title of the Programme & Organizer Details	Nature of Programme (Seminar / Conference)	Level (State / National / International)
1.	16-01-2025	Emotive Labour and its implications for employee well-being in Banking Sector	18 <sup>th</sup> Edition-Silver Jubilee International Conference, KRIMS' 2025 – Kristu Jayanti College	Conference	International
2	25-03-2025 TO 26-03-2025	Exploring the proliferation of E-Commerce to Quick Commerce: The influence of Brand Resonance on Acceptance of Brand Extension-Mediating Role of Brand Trust".	International Conference on Metaverse in Business and Commerce: Trends, Challenges and Opportunities - Department of Commerce (PG), Kristu Jayanti College, Bengaluru.	Conference	International

### 12. Details of participation in FDP

Sl. No.	Date of the Event <i>Start – End date</i> dd/mm/yyyy	Level (State / National / International)	Title of the Programme & Organizer details
01	08-07-2024 To 16-07-2024	National	Current Developments in Higher Education – Strategies, Preparedness and Resilience - - Kristu Jayanti College, Bengaluru.

02	18-07-2024	State	Design Thinking – Department of Professional Accounting and Finance, Kristu Jayanti College, Bengaluru.
03	28-08-2024	National	Research Methodology - Department of English, Kristu Jayanti College, Bengaluru
04	04-11-2024 To 11-11-2024	National	Qualitative Analysis for Research using SPSS- Department of Management, Kristu Jayanti College, Bengaluru.
05	02-12-2024 To 07-12-2024	National	Driving Innovation for Sustainable Urban Growth: Smart Cities, Mobility, Logistics and Start-Up Ecosystems – AICTE and ST. Francis College, Bengaluru.
06	10-02-2025 To 17-02-2025	National	Refining Academic Writing and Elevating Research Publication & Citations- Kristu Jayanti College, Bengaluru.
07	29-05-2025	National	FDP on Research Methodology- Kristu Jayanti College, Bengaluru
08	09-06-2025 To 13-06-2025	National	Empowering Educators - Addressing Contemporary Issues in Education - Nagarjuna Degree College, Yalahanka, Bengaluru.
09	16-09-2025 To 17-09-2025	International	AI Horizons 2025: Redefining Global Business Paradigms for a Sustainable Future

10	22-09-2025 To 29-09-2025	National	Seven-Day National Level Workshop on “Advanced Quantitative Analysis for Research using SPSS and Basics of R Software”
11	13-11-2025	National	Cyber Security Awareness for Educators by Acharya Pathashala College of Commerce, bengaluru
12	09-02-2026 To 16-02-2026	National	Smart research writing with ai publication, proposal and project funding platforms. By Department of Management, Kristu Jayanti (Deemed to be University), Bengaluru.

**Dr. Harishkumar M**

*Harishkumar. M*