




Kammavari Sangham (R) 1952
K. S. GROUP OF INSTITUTIONS

K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

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DEPARTMENT OF MANAGEMENT STUDIES

Faculty Name	ARUNDATHI K. L.	
Designation	Assistant Professor	
Educational Qualification	B. Tech, MBA.	
Experience in Years	9 years	
Areas of Interest	Digital Marketing, Services marketing, Statistics. Operations Research, Research Methodology, Marketing Management	
E-mail	arundathi@kssem.edu.in	

Educational Details

Examination / Degree	College / University	Year of Passing
UG	Bapuji Institute of Engineering and Technology /VTU	2006
PG	The Oxford College of Engineering /VTU	2011
PhD	University of Mysore (Srishti College Of Commerce and Management)	-

Publications

Journal Publications: Nil

Conference Papers:

Presented paper on A study on “**Green Marketing**” in **Neoteric Advances and Predicaments in Business Environment Suprayoga – 2017** a National Conference held at Department of Management studies, Global Academy of Technology, Bengaluru on 23/03/2017.

Presented paper on “**Brand Commitment: Mediating role in Emotional Branding and Brand Trustworthiness**” in **International Conference on “Innovation & Management: The Way Ahead”** Kirloskar Institute of Management, Harihar, Kamataka on 29 and 30th September 2022.

Awards

Awarded consolation prize in Sristi-2006, a state level Project Exhibition and Competition for ‘Development of Product using Areca nut Fibres’. (18th to 21st May 2006).

Other Accomplishment

Successfully completed and certified in “**DATA ANALYTICS**” on July 2022 to August 2022, by **IBM**.

Awarded certificate for successfully completing the course “**Google Analytics for Beginners**” by **Google Analytics Academy on 13th June 2021**.

Successfully completing the E-learning program on “**Industry 4.0**” on 19-04-2020 by **TATA steel**.

Successfully completed the Fundamentals of “**Digital Marketing**” on 07th April 2020, by **Google Digital Unlocked**.

Successfully completed 4 credits course, for 15 weeks on the topic “**Academics Writing**” in **SWAYAM** on 09 November 2019.

Successfully completed 3 credits course, for 6 week on the topic **Transforming Instructions through Blended Classroom** in **SWAYAM** on 21st May 2019.

Research Guidance

NA

Professional Membership

IFERP(PM32067458).

Contact Details

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