



JSS MAHAVIDYAPEETHA

JSS ACADEMY OF TECHNICAL EDUCATION

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1. NAME : Chandrakala V.G.



2. Designation : Assistant Professor

3. Name of the Dept. : MBA

4. Date of joining the Institution: 4/09/2006

5. Date of Birth : 03-06-1979

6. Father's Name : Virabhadrapa

7. Sex : Female

8. Nationality : INDIAN

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Bengaluru-56009

b. Permanent Address : #131,5th cross,Basaveshwara layout,BEML 3rd stage,
Rajarajeshwari Nagar,
Bengaluru-560098

11. Employment Type : Permanent

12. Educational Qualifications : B.Sc,MBA
(In reverse Chronological Order)

Sl. No.	Degree	Branch	Specialization	Year of passing	University
1	MBA	Management	Marketing	2002	Shivaji
2	B.Sc	Science	Chemistry	2000	University,Kolhapur

13. Service / Experience Details : 13 years

(In reverse Chronological Order)

a. Teaching Experience:

Sl. No.	From (mm/yy)	To (mm/yy)	No. of years	Degree or Diploma Institution	Designation	Name of the Institute
1	4/9/2006	To present	10	MBA	Assistant professor	JSS Academy of Technical Education, Bengaluru
2	1/8/2005	30/8/2006	01	MBA	Lecturer	Advanced Management College.
3	1/7/2003	30/7/2005	02	MBA	Lecturer	East Point College of Engineering and Technology.
Total Experience			Years	13 years		

b. Industrial Experience:

Sl. NO	From	To	No. of years	Designation	Name of the Company
1					

14. Membership in various University Boards / Committees / Other (Specify):

Sl. No.	Body	From	To	Name of the University / Institution / Organisation
1	-	-	-	-

15. Awards : -

16. Details of Books published :-

17. Number of Ph.D. Guidance : -

18. Field of Expertise / Interest : **Marketing-Consumer Behavior and Retail**

19. Patents :

20. Projects : -

:

21. Details of Publications:

Google scholar link: https://scholar.google.co.in/citations?view_op=list_works&hl=en&user=T_z4PdsAAAAJ

As on As on 30-08-2016

Citation Indices	All	Since 2011
Citations	0	0
h-Index	0	0
i10-Index	0	0

Number of papers published in International Journals : 01

Number of papers published in National Journals : -

Number of papers published in International Conferences : 01

Number of papers published in National Conferences : 02

a. Journals: International

Sl. No.	Name of Co-Author	Title of Paper	Name of the Journal	Publisher	Publication citation ISSN, ISBN, Vol. No., Issue, pp
1.	Susheela Devi B Devaru	BLUE OCEAN STRATEGY AND BOTTOM OF THE PYRAMID MARKETING			

b. Journals: National :NIL

c. Conferences: International

Sl. No	Name of Co-Author	Title of Paper	Name of the Conference	Publisher	Publication citation ISSN, ISBN, Vol. No., Issue, pp
1	Dr.P.V.Raveendra	Congruence between store image and social identity and its impact on store patronage.	Research in Business management & Information Technology at RNSIT, Bangalore in Feb 2015.	ELK Asia Pacific Journals	ISBN:978-81-930411-5-4, Vol:1, 201-203

d. National conferences / Symposium / workshops

Sl. No	Name of Co-Author	Title of Paper	Name of the Conference	Publisher	Publication citation ISSN, ISBN, Vol. No., Issue, pp
1	Dr.P.V.Raveendra	Brand Image and Self Congruency on Brand Preference	Business Excellence for Inclusive and sustainable growth	-	Organised by MSRIT, MBA Department on 7 th & 8 th March 2015 -
2.	Dr.P.V.Raveendra	Blue Ocean strategy and Bottom of the Pyramid Marketing	Emerging Business Opportunities & challenges, special focus on Healthcare.	-	Organised by R.V.Institute of Management, Bangalore.
2	FDP	'Marketing is dead! Long Live Marketing'	Organised by Jain University, Bangalore On 21/01/2015		
3	FDP	"Pedagogy for Teaching Marketing Management: The Case Method"	Organised by R V Institute of Management, Bangalore on 29/10/2015		