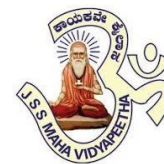




JSS Mahavidyapeetha
JSS Academy of Technical Education, Bengaluru
Department of MBA & Research Centre



FACULTY PROFILE

1. Personal Details

NAME	Dr. Pradeep.M.P	
DEPARTMENT	Dept of MBA	
DESIGNATION	Associate professor	
PHONE	9620992602	
EMAIL ID	Pradeep.mudugur@jssateb.ac.in	
TEACHING EXPERIENCE	11 Years	
INDUSTRY EXPERIENCE	12 years	
RESEARCH EXPERIENCE	10 years	

2. Qualification

COURSES	SPECIALIZATION	INSTITUTION	UNIVERSITY
Ph.D.	Business Administration	RRCE Research Centre	VTU
MBA	Marketing and HR	Sir MVIT, Bangalore	VTU
BE	Mechanical	Adichunchanagiri Institute of Technology, Chikamagalur	Kuvempu University
(MA)	Psychology	IGNOU	IGNOU
PUC	PCMB	Marimallappa PU college	PU Board
SSLC	-	JSS Public School	CBSE

3. Membership of Professional Bodies: Nil

4. Awards: Nil

5. Publications (Journals)

SL. No	Title of the paper	Name of Author	Name of the Journal	Volume No /Issue No /Year/ Pg No	WOS /Scopus	Impact Factor	Publisher
1	Advertising effectiveness on factors affecting and influencing consumer purchase intentions of FMCG products with reference to Pathanji	Pradeep .M.P	Journal IJCRT, an international open access peer reviewed, refereed journal, ISSN-2320-2882	Volume 9, Issue 1, April 2021 Pg No 5171-5179	Scopus	7.97	IJCRT
2	Influence of Customer Product Experience and Customer Perceptions On Purchase Intentions of Mobile Phones.	Pradeep .M.P	Journal IJCRT, an international open access peer-reviewed, refereed journal, ISSN-2320-2882	Volume 9, Issue 1, Jan 2021, Pg No 5070	Scopus	7.97	IJCRT
3	Factors Affecting Consumer Buying Behaviour of Millennial towards Apparel Brands	Pradeep .M.P	ISSN NO. 1869- 9391, UGC care Approved Group II Journal, GIS Science Journal	Volume 7, Issue 6, June 2020, Pg No 78-85		3.54	GIS Science Journal
4	Association exploration of elements influencing stress management among workforce in service sector	Pradeep .M.P	Journal of Seybold Report, ISSN No: 1533-9211	Volume 15, Issue 8, 2020, Pg No 2365-2374	Scopus	4.5	Journal of Seybold
5	An investigation on interaction of drivers of reverse logistics in supply chain management.	Pradeep .M.P	ISSN No 2347-3150, Mukta Shabd Journal, UGC care Group-1 Journal.	Volume 10, Issue 5, May 2020, Pg No. 3358-3367		4.6	Mukta Shabd Journal

6	An insight on challenges of reverse logistics for effective supply chain management in manufacturing industry	Pradeep .M.P	, ISSN No 2347-3150, MukT Shabd Journal, UGC care Group-1 Journal.	Volume 9, Issue 5, may 2020, Pg No 4999-5008		4.6	Mukt Shabd Journal
7	A study on stress causing factors among information technology employees affecting organization productivity	Pradeep .M.P	International journal of management and social science	(IJMSS) Special Issue 2019. PISSN 2249-0101/ e-ISSN 2349-9761, 2019, Pg No 67-72		3.21	IJMSS
8	Study on buying behavior of users of organic food with reference to their rational and emotion in International journal of research and analytics review,	Pradeep .M.P	Special conference 2019. E ISSN 2348-1269, P ISSN 2349-5238. UGC ID 43602	volume 6, 2020, Pg No 260-266		6	Special conference
9	“Measurement of Quality in higher education by using Kirkpatrick evaluation method”	Pradeep .M.P	NAAC sponsored National Conference on” Quality Initiatives & Benchmarking in Higher Education Institutions” held at Surana College, Bangalore.	ISBN:978-81-931907-0-8 , 2016, Pg No 197-201		5	Surana College

10	An Empirical Study On Current Scenario Of Training and Development Program in Facility Management Organizations In Bangalore	Pradeep .M.P	BIMS INTERNATIONAL JOURNAL OF SOCIAL SCIENCES	Vol. 2, Issue 2 (July – 2017), Pg No. 77-80		5	Bims International Journal Of Social Sciences
11	Employee perception on skill development programs at IT companies in Bangalore- an empirical study	Pradeep .M.P	BIMS INTERNATIONAL JOURNAL OF SOCIAL SCIENCES	Vol. 1, Issue 2 (2016), Pg No 88=89		5	Bims International Journal Of Social Sciences
12	Antecedents of Rapport and Its Mediating Role on Relational Cohesion in Patient-Physician Interaction.	Pradeep .M.P	Helion		Scopus		Helion
13	CUSTOMER EXPERIENCE AND ITS ROLE IN SHAPING TRUST: EVIDENCE FROM ONLINE INSURANCE SERVICES.	Malles, Anupama, Pradeep.M .P.	Lex Localis - Journal of Local Self-Government, 23(S4), 3440-3450.	https://doi.org/10.52152/801096	Scopus		Lex Localis - Journal of Local Self-Government, 23(S4), 3440-3450.
14	Leveraging Microfinance to Empower Small Enterprises: Pathways to Sustainable Financial Inclusion.	Malles, Anupama, Pradeep.M .P.	International Journal of Environmental Sciences, 303-311.	https://doi.org/10.64252/78bfve85	Scopus		International Journal of Environmental Sciences, 303-311.
15	Enhancing Customer-Salesperson Relationships: The Role of Salesperson Behavioral Traits and Relational Cohesion in the Banking Sector. <i>Journal of Relationship Marketing</i> ,	Nath, Y., Kumar, P., & Pradeep, M. P. (2025).	Journal of Relationship Marketing	https://doi.org/10.1080/15332667.2025.2471666	Scopus		Journal of Relationship Marketing

6. Grants/Funding Received: Nil

6. Others: Workshops / Conference (Organized/Attended)

6.a. Workshops / Conference organized):

- Workshop on Goal Setting, Time Management, Group Dynamics and Interpersonal Skills” for II semester MBA students on 12th and 13th August, 2022

6.b. Conference Attended (those sponsored by AICTE / ISTE/IETE/TEQIP or any other sponsoring body

1. Completed Faculty orientation program (FOP) for delivering the ignite Entrepreneurship course conducted by Wadhwani Entrepreneur Network (NEN), Wadhwani foundation from 4th December 2023 to 22nd February 2024.
2. completed two-week Faculty development program on “Opportunities and challenges in Entrepreneurship” sponsored by NSTEDB, department of Science and Technology, Govt. of India held during 3rd January to 19th January 2024 conducted by JSSATE, Science and Technology Entrepreneurship Park, Bengaluru
3. completed Four-week Technology Entrepreneurship development program on “IoT, Embedded systems and AI” sponsored by NSTEDB, department of Science and Technology, Govt. of India held during 4th March to 29th March 2024 conducted by JSSATE, Science and Technology Entrepreneurship Park, Bengaluru

6.c. workshop/ Seminar /Conference Attended (those NOT sponsored by AICTE / ISTE/IETE/TEQIP or any other sponsoring body)

Participated in the three-Day FDP on “Empowering Teachers as mental Health Facilitators” Organized by JSS PDA, Mysore from 27th to 29th October 2025.

CONFERENCE/ WORKSHOP/ SEMINAR ATTENDED			
SL. NO.	Name of the Workshop / Conference	Organiser	Date
1	National conference on students research paper ESPLORO-2022	RNSIT	07-Jul-22
2	e-international conference	Dayananda Sagar college	21st and 22nd January 2021.

3	AICTE Sponsored 1st International E-Conference on “Recent Trends & Development in Information and Communication Engineering” (ICRTDIC-2020)	SIT, Tumkur	2022
4	"Shift in Indian Business Environment	JSSCMS, JSS Science and Technology University	29-30 March 2019
5	National Conference 2019 “Role in Value Creation	CMRIT	23-Mar-19
6	National conference on “Role of NGO’s in Nation Building”	R V Institute of Management	3rd December 2016.
7	International Conference	BIMS, Bangalore	30-Mar-16

8	National Level Conference on Synergizing Functional Effectiveness and Organizational Performance for Economic Growth”	R V Institute of Management	12/12/2015.
9	NAAC sponsored National Conference on” Quality Initiatives & Benchmarking in Higher Education Institutions”	Surana College, Bangalore	3-4 March 2015
10	National Level Conference on “Pragmatic Approach and Quality Initiatives for Enhancing Teachers calibre in Business Education”	R V Institute of Management	6/6/2015.
11	1st Indian Conference on Innovation, Intellectual Property & Competition	Indian Institute of Management Bangalore	7th and 8th December 2015
12	National symposium on Innovative practices in Management	Acharya Institute of Technology	25-26 April 2014
13	“Global Economic Crises and its Impact on Indian Corporate and Government”	RRCE	15-16 march 2012
14	Gamification Workshop titled “Class Room to Board Room”	JSSCMS, JSS Science and Technology University, Mysore	07-Jun-19
15	workshop on “Spectrum of intellectual property rights with special emphasis on patents”	JSS Science and technology university	28-Feb-18
18	Seminar on “Human Values in Management Education”	RV Institute of Management	21-Mar-17

19	Seminar on “Developing World Class Management Teachers”	RV Institute of Management	23-Jun-17
20	Workshop on “Introduction to Structural Equation Modelling (SEM) with R Programme”	RV Institute of Management	01-Jul-17
23	FEED (Faculty Education, Enrichment and Development program) on MBA Project Guidance	Indian Academy School of Management Studies (IASMS)	5th May 2016
24	FDP “Data Analysis Through SPSS”	BIMS	Dec-16
25	ABHIVRUDDHI- 2016, A Management Development Program for Leaders	RKRC/IQAC of EWCM, Bengaluru	19-Aug-16

26	Workshop” Marketing strategies for the bottom of pyramid”	R V Institute of Management	26-Apr-16
27	workshop on “How to sell yourself for a better price” organised	Department of MBA and Research Centre, RNSIT	28-Apr-16
28	Workshop on “Methodology of Research in social sciences”	R V Institute of Management	17/10/15.
29	Workshop on “A Road map for Writing Research papers” organized by RV Institute of Management on	R V Institute of Management	01-Apr-15
30	HR Conclave	RNSIT, Bangalore	22-Aug-14
31	International Conference On Digital Innovation-Digital Innovation And Transformation In South -East Asia Held At	JSSATU, Mysore	Oct 2025
32	Ai-Powered: Management Frameworks For Achieving Global Sustainability Goals	ISBR Business School	August 22nd-23rd, 2025

Faculty Development Programmes

1	Faculty Development Programme on “Digital Marketing”	R V Institute of Management.	04-May-17
2	FDP “on Research Methodology & Data Analysis USING ‘R’”	Department of MBA and Research Centre, RNSIT	10-12 August 2017
3	Faculty Development program on Research guidance skill for MBA Project/ Dissertation	Canara Bank School of Management studies	11th November 2016.
4	Faculty Development Programme on “Marketing for Non Marketing Professionals”	R V Institute of Management.	15th July 2016
5	Faculty Development Programme on “Writing papers for Conferences and Seminars-Methods & Approaches”	R V Institute of Management	30th November 2015

6	Faculty Development program on “Pedagogy for Teaching Marketing Management: The Case Method”	Department of Marketing RV Institute of Management	29/10/15.
7	Faculty Development Programme on “Marketing Strategies for Contemporary Business”	R V Institute of Management	29-Apr-15

8	Management Development Programme on “Organization excellence through Total Quality Management “.	R V Institute of management	October 10, 2015
9	Faculty orientation program (FOP) for delivering the ignite Entrepreneurship course conducted by Wadhvani Entrepreneur Network (NEN)	Wadhvani foundation	4 th December 2023 to 22 nd February 2024.
10	Three-Day FDP on “Empowering Teachers as mental Health Facilitators” Organized by	JSS PDA, Mysore	27 th to 29 th October 2025.
11	Two-week Faculty development program on “Opportunities and challenges in Entrepreneurship” sponsored by NSTEDB, department of Science and Technology,	Govt. of India by JSSATE, Science and Technology Entrepreneurship Park, Bengaluru	3rd January to 19th January 2024
Certification Courses			
1	“Fundamentals of digital marketing”	Google online certification program	2020
2	Google Ad words Certification	Google online certification program	2019
3	Digital Marketing training	Digital Academy 360 private limited, Bangalore	2018
4	Certified Career Analyst	BCPA, India and ACCPH, United Kingdom	2025

Ph.D. Guidance

Ph.D. Guidance			
Sl. No.	Student Name	Title of Thesis	University
1	Uday.C.R	Impact of Guerrilla marketing techniques on consumer buying behaviour	VTU
2	Ramya.N	Study on service failure and recovery A review in online Purchase behaviour	
3	Rachana.D	Marketing management and Growth of small-scale food processing industry: A study in Karnataka State	
4	B. Vinod Kumar	Ways supply chain Analytics Mitigate business disruptions	