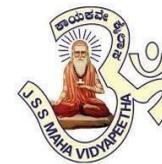




JSS Mahavidyapeetha
JSS Academy of Technical Education, Bengaluru
Department of Management Studies



FACULTY PROFILE

1. Personal Details

NAME	Dr. Lathamani B	
DEPARTMENT	Master of Business Administration	
DESIGNATION	Associate Professor	
PHONE	9591488284 / 9844176504	
EMAIL ID	lathamanib@jssateb.ac.in	
TEACHING EXPERIENCE	23 years	
INDUSTRY EXPERIENCE	Nil	
RESEARCH EXPERIENCE	15 years	

2. Qualification

COURSES	SPECIALIZATION	INSTITUTION	UNIVERSITY
PhD	Business Administration	JSSATE, Bengaluru, MBA Research Centre	Visvesvaraya Technological University, Belagavi
M.Phil	Human Resource Management	SLN Correspondence College, Jayanagar, Bengaluru	Periyar University, Salem
MBA	Management	Global Academy of Technology, Bengaluru	VTU, Belagavi
M.Com	Costing & Taxation	Govt RC College of Commerce, Bengaluru	Bengaluru University
B. Com	Finance	SJR College for Women, Bengaluru	Bengaluru University
PUC	Commerce	Basaveshwara P U College, Vijayanagar, Bengaluru	Karnataka PU Board
SSLC	Karnataka State Board syllabus	Basaveshwara High School, Vijayanagar, Bengaluru	Karnataka SSLC Board

3. Membership of Professional Bodies: Lifetime Membership of Association of Indian Management School

4. Awards: Best Student Award in MBA

5. Publications (Journals)

Sl. No	Title of the paper	Name of Author	Name of the Journal	Volume No. IssueNo. Year	WOS / Scopus / Both	Impact Factor	Publisher
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1	Application of Altman's Z Score Model to assess the Financial stability	Latha mani B	Gazi University Journal of Science	Volume 34, Issue 2, 2021	Scopus	0.49	Gazi University
2	Financial Inclusion and Social Equity – Digital Financial Literacy at workplace	Hemalatha L N, Dr Lathamani B	IJEMR	Vol 14, Issue 05	UGC Care		IJEMR
	Enhancing the Scalability of Blockchain Networks using a Data Partitioning Technique	Dr. Lathamani B Niranjan Kundur, et al	<i>Engineering, Technology & Applied Science Research</i>	Vol 14, Issue 6, ISSN: 17711-17716	Scopus		<i>Engineering, Technology & Applied Science Research</i>
2	Assessment of Profitability of small and medium FPE listed in BSE, India with reference to MSMED Act, 2006	Latha mani B	Journal of Business and Management	Volume 19, Issue 1, 2017		3.52	IOSR
3	Application of Du-Pont Model for Measuring Financial Performance of BSE Listed Select Food Processing Industries in India'	Latha mani B	Journal of Banking, Finance and Insurance Management	Volume 1 Issue 1 2017			Mantech Publications
4	Assessment of Profitability of Small and Medium Food Processing Enterprises listed in BSE, India with reference to MSMED Act, 2006	Latha mani B	International Journal of Academic Research	Volume 4 Issue 2(6) 2017		6.023	International Journal of Academic Research
5	A comparative study of Liquidity Analysis of Britannia and Nestle	Latha mani B	EPRA International Journal of Multidisciplinary Research	Volume 2, Issue 2, 2016		5.14	EPRA International Journal of Multidisciplina

	during the Industrial Policy 2009-14						ry Research
6	A Study on Financial stability of select Food Processing Industries in India using Altman Z score Model with reference to Industrial Policy 2009-14	Latha mani B	EPRA International Journal of Multidisciplinary Research	Volume 2, Issue 2, 2016		5.14	EPRA International Journal of Multidisciplinary Research

6. Grants/Funding Received:

1. Consultancy work: “Organisational Evaluation of JSSTICE”, Bengaluru
2. Consultancy from M/s SR Agrofarms Private Limited for Customer Satisfaction Survey funding worth Rs. 50000.
3. Consultancy from M/s Smart Computers-Authorised Tally S/W Dealer, Beguru, funds received – Rs. 100000/

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

6.a. Workshops / Conference organized):

1. Organized and conducted a National Conference on “Innovative Management Strategies to tackle Global Economic Crisis – India’s Preparedness”, 14th June 2013.
2. Coordinator for Intercollegiate Management Fest 2k16-17
3. Coordinator for Intercollegiate Business Quiz as admission promotion activity for the year 2021-22.

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

Sl. No.	Name of the workshop / Conference	Organiser	Date
1	AICTE sponsored STTP on Entrepreneurship Development	PSGR Krishnammal College for Women, Coimbatore	17-21, 24 th Aug 2020
2	Inculcating Universal Human Values in Technical Education	AICTE, New Delhi	11 th to 15 th Nov 2024.

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

Sl. No.	Name of the workshop / Conference	Organiser	Date
1	13 th International conference on Emerging Trends in Corporate Finance and Financial Markets	SDMIMD	Oct 17-18, 2025
2	Financial Literacy: A Qualitative Study on Microfinance Practices and Their Ecological-Economic Implications in rural Communities	Amity University	18 th Nov, 2025
3	Strategic Agility and Resilience: Benchmarks and Best Practices. Paper entitled: Effectiveness of Pradhanmantri Fasal Bhima Yojana among farmers in Chitradurga district	BNM Institute of Technology, Bengaluru	14-15 th Dec 2023
4	International Conference on Neoteric Advances in Commerce, Management & Social Sciences	Dayanand Sagar College of Arts, Science & Commerce	21 st & 22 nd January, 2021
5	5 th International Conference on Challenges & Opportunities for Sustainable Rural Development, University of Mysore	University of Mysore	28-29 August 2017
3	National Conference on Convergence of Sciences, Technology and Management NCCSTM-2017	Dayananda Sagar Academy of Technology Management	19 th May 2017

4	National Symposium	RJS Institute of Management Studies	11 th January 2017
5	National Conference on Convergence of Science, Technology & Management	Dayanand Sagar Academy of Technology & Management, Bengaluru	5 th May 2016
6	National Conference on Research in Information Technology & Management	Global Institute of Management Sciences in association with TalenTap	31 st May 2016
7	Managing Business Competitiveness through Technology, Innovation and Big Data	Acharya Bangalore B School, Bangalore,	17-18 th December 2015
8	International Conference on Contemporary Issues & Innovations in Global Business, Management, Economics, Tourism and Information & Communication Technology	RDA in collaboration with Rajasthan Chamber of Commerce and Industry, Jaipur	26-27 th Nov 2015
9	International Conference on Challenges and Opportunities for Developing Sustainable RUBAN Society	Dayananda Sagar Business Academy, Bangalore.	13-14 February 2015
10	Workshop on 'Pedagogy for Revised syllabus of First Semester MBA Subjects	VTU	13 th Oct 2012
11	Workshop on 'Research Methodologies & Latex	VTU	29 th to 31 st June 2008
Faculty Development Programmes			
1	Basic Excel to Advanced Excel	Silicon City College of Management & Commerce	May 30 to June 30, 2021 (10 days)
2	Achieving Excellence in higher education institutions through Lean Management tools	ISBR digital Academy, Bengaluru	29 th June to 3 rd July 2020
3	"People Management: Managing and Leading during uncertainties"	Ramaiah Institute of Technology	20 th to 25 th September, 2021
4	Data analysis using R Programming & Predictive Modeling	JSSATEB	23-27 th July 2018
5	FDP on analytics Using R Studio	Dayananda Sagar Academy of Technology & Management	28 th June to 3 rd July, 2019
	FDP on Building Research Capabilities	R V Institute of Management	19 th to 25 th July
Certification Courses			
1	NPTEL Online Certification Program on Psychology of Everyone (Result - 77%)	NPTEL	Nov 2021
2	NPTEL Online Certification Program on Leadership	NPTEL	March 2022
3	Stress Management (Results – 70%)	NPTEL	Aug-Sep 2022
	Legal compliance for Incorporating Startup Result-64%)	NPTEL	
4	Body Language: Key to Professional Success (Results – 86%)	NPTEL	Aug-Sep 2024

Research Sholars Guidance			
Sl. No.	Name of the Scholar	Area of research	status
1	Kamala G	Marketing	Open seminar 1
2	Ritesh Navalgund	Marketing	Pre PhD CV
3	Sarah Merlyn	Finance	Pre PhD CV
4	Hemalatha L N	Finance	Pre PhD CV
5	Ravindra N	Finance	Course work completiong