



## K. S. SCHOOL OF ENGINEERING & MANAGEMENT

**KSSEM**  
K. S. SCHOOL OF ENGINEERING & MANAGEMENT

# 15, Mallasandra, Off. Kanakapura Road, Bengaluru-560109, Karnataka, INDIA.

<b>Faculty Name</b>	<b>ARUNDATHI K. L.</b>	
<b>Designation</b>	Assistant Professor	
<b>Educational Qualification</b>	B. Tech, MBA.	
<b>Experience in Years</b>	9 years	
<b>Areas of Interest</b>	Digital Marketing, Services marketing, Statistics. Operations Research, Research Methodology, Marketing Management	
<b>Aadhar Number</b>	417355497502	
<b>E-mail</b>	<a href="mailto:arundathi@kssem.edu.in">arundathi@kssem.edu.in</a>	

### Educational Details

<b>Examination / Degree</b>	<b>College / University</b>	<b>Year of Passing</b>
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.

## Awards

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

## Other Accomplishment

Awarded certificate for successfully completing the course "**Google Analytics for Beginners**" by Google Analytics Academy on 13<sup>th</sup> 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 07<sup>th</sup> 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 21<sup>st</sup> May 2019 with 70%

## Research Guidance

NA

## Professional Membership

**IFERP(PM32067458).**

## Contact Details

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