

## STAFF SELF APPRAISAL REPORT

2023-2024

## KSSEM

Field	Data	SCORE
Name	Arundathi K L	
Present Address, Mob.No., e-mail id.	#61, "Parjanya", I Floor, Annaporna layout, Lingadhiranahalli, Banashankari 6th Stage 4th Block, Bengaluru – 560109. 9535344008 arundathi@kssem.edu.in	---
Age and Date of Birth	40 years. 15-04-1984	
Qualification	B. Tech, MBA, (PhD)	
Designation and Department	Assistant Professor	
Teaching Experience (After PG)	10 years	
Other Experience(If any)	1 year of Industrial	
List of Subjects Taught till date (use separate sheet if necessary)	General Management Subjects: Business statistics and Analytics, Marketing management, Managerial Economics, Management & Engineering Economics. Research Methodology, Operations Research.  Specialisation Subjects: Introduction Python, data and control System Marketing Research & Analytics Services Marketing, Integrated Marketing Management, Sales and Distribution Management, E-Marketing, Digital and Social Media Marketing, Digital Marketing management, B2B Marketing Management. Bio Business and Entrepreneurship, Management and Engineering Economics.	
Number of FDPs attended since joining service (Attach Separate List)	13	--
*Subjects taught in the Assessment Year and	1. M&E - 100% 2. RMI – 96%	

percentage pass (Both Theory & Practicals) (10 marks for each x Percentage) If Online please indicate.	3. IPDC - 100% 4. B2B - 100% (Shared) 5. DMM - 100%	39.6/40
Details of UG Projects Guided (5 marks/ project guided) Provide Titles (HOD to endorse)	1. NA 2.	-/10
Details of PG Projects Guided (5 marks/ project guided) Only for MBA/M.Tech. Provide Titles (HOD to Endorse)	9 Individual Projects PG Projects Guided 1. A study on customer satisfaction and it's impact on customer revisiting at wonderla holidays LTD, Bengaluru 2. A Study on Consumer Behaviour Analysis at Bailley Pvt Ltd (sai Sankalp beverages), Bengaluru 3. "A Study on Analysis of Marketing Mix at Vallabha Milk products pvt. ltd, Chittoor" 4. A Study on Customer Relationship Management At VRL LOGISTICS LTD, Chamarajapet Bangalore 5. "ENHANCING DIGITAL MARKETING FOR WEBSITE AND APP DEVELOPMENT AT KEYROOT.TECH, BENGALURU" 6. A study on consumer behavior towards Abhyudaya health care, Bengaluru 7. A STUDY ON CUSTOMER SATISFACTION OF APPLE AUTO AGENCY PVT LTD. Bengaluru 8. A Study on Customer Perception towards CHAMUL, Chamarajanagar 9. A Study on Consumer Behaviour on Remodeling and Interior Design at J Spaces, Jambusavari Dinne, Bengaluru	10/10
Percentage of classes held ( No. of classes taken/no. of classes allocated x 5) Give details. HOD to Endorse.	1. M&E - (44/43) 2. RMI - (50/52) 3. IPDC - (55/52) 4. B2B - (14/16) 5. DMM - (37/ 42)	4.9/5
Student Feedback for Offline / Online classes.(Av.Percentage x 5 marks) Give details. HOD to verify.	1. M&E - 96.84% 2. RMI - 93.18% 3. IPDC - 84.12% 4. DMM - 94.57%	4.6/5


\*Marks to be awarded for subjects for which end exam was conducted

Details of students mentored during current assessment year. (Furnish details)	19 students	--
Details of Participation in VTU Bodies (2 Marks) Furnish details and proofs.		/2
Details on Examination related Activity (2 marks each) Marks only for external responsibility.)	1. Practical Exams - Internship Viva & Project Viva 2. Conduction of Theory exams - as per exam section allotted duties 3. Paper Setting 4. Evaluation	4/8
List of FDPs attended during the Assessment year (5 marks each) (Attach Certificate copies) Provide Title, dates etc. HODs to verify	1) 2023.07.27 Need for IPR literacy for Academia and Research Institution. 2) 2023.09.10 Getting Started with Enterprise Data Science 3) 2023.10.16 to 21 FDP on Funded Research Projects	10/10
Financial Assistance received during current year for attending FDPs	Rs. 1100/- NPTEL Course - Python with 78%	--
Status of Ph.D. [Attach proof for each stage and for every claim]  Ph.D. Completed – 10 marks.	1. Awarded (2 marks) 2. Thesis Submitted and awaiting reports (1 mark) 3. Thesis Preparation (2 Mark) 4. Experimentation/Data Collection in completed (1 mark) 5. Comprehensive viva voce completed (1 mark) 6. Appeared for Course work exams (1 mark) 7. Applied for registration formalities (1 mark) 8. Identified Guide/Research Centre and preparing research Proposal (1 mark.) 9. Not thought of pursuing Ph.D. (zero)	5/10
Research Publications: (5 marks each) Provide Full Details. HODs to verify. [Attach copies of Title Page]	1. A LITERATURE REVIEW ON EMOTIONAL BRANDING AND ITS ANTECEDENTS 2. IMPACT OF EMPLOYEE COMMUNICATION AND PERSON	10/10

	<p>ORGANIZATION FIT ON EMPLOYEE RETENTION</p> <p>3. A STUDY ON THE ROLE AND IMPACT OF ARTIFICIAL INTELLIGENCE IN RECRUITMENT PROCESSES: THE PERSPECTIVE OF HR PROFESSIONALS</p>	
Seminars / Workshops / Conferences attended (5 Marks each) Data to be verified by HODs. [Attach Certificate Copies]	1. International Conference Management, Technology & Entrepreneurial Challenges in Dynamic Business Environment - MTEC 2024" Organised by Acharya Institute of Technology on 20th and 21st March, 2024.	5/10
Financial Assistance received during the current year for attending such events.	Rs. 1100/- NPTEL Course - Python with 78%	--
Registered as Research Guide (Reasons for not registering)	Yes / No If ' Yes ' furnish details.	No
Research Scholars registered with details	Yes / No If Yes, 5 marks	-/5
Details of Patents Applied for (If any) One application 5 marks Provide Details.	Nil	-/5
Academic Programs organized and supported during the current year. (Only FDP/ Workshop/ Seminar / Conference). Do not include Webinars.	<ol style="list-style-type: none"> <li>1. Environment Day (05/06/2023)</li> <li>2. Yoga Day- Yogasanas &amp; Yoga Quiz (21/06/2023)</li> <li>3. Har Ghar Dhyam (2 and 4 semesters separately)</li> <li>4. 2023.12.21 Commodity Derivatives &amp; Markets by Dr. K. Prabhakaran.</li> <li>5. 2024.01.31 Sustainable Built Environment by Ar. Thrivikram</li> <li>6. 5th day of Orientation Day</li> </ol>	-/5
Details of programs attended for skill development like MOOCs, MOODLES, COURSERA, NPTEL and others (Only programs >= 20 hours need to be considered.	2023.08 Aug to Sept - IBM -Data Analytics with Cognos 2023.09.24 Business Analytics and Text mining model using Python	5/5
Details of Utilization of NPTEL and other Online materials for augmenting own lectures.	2023.09.24 Business Analytics and Text mining model using Python - using material for Business Analytics a new specialization.	5/5

Provide proof for using this in the classroom. HOD to Verify.	For digital marketing management - Google Garage, adwords, keywords optimisation.	
Details of Project Proposal submitted during the current year. (At least one) Provide Details	Nil	-/5
Details of Project Funds Received. (including KSCST & VTU financial assistance)	Nil Rs.	-/5
Consultancy Revenue Generated	Nil Rs.	-/5
Details of Participation in cultural events during the current year	Rangoli	-
Additional Responsibilities in the Department/ College Example: Head, Coordinator , Accreditation etc.(2marks for each responsibility)	<ol style="list-style-type: none"> <li>1. Test Coordinator</li> <li>2. IQAC Coordinator</li> <li>3. Class Teacher</li> <li>4. Project Coordinator</li> <li>5. Internship Coordinator</li> <li>6. Proctoring Coordinator</li> <li>7. Criteria - 6 Coordinator</li> <li>8. NSS coordinator</li> <li>9. Photography Club</li> <li>10. ISR Club</li> <li>11. KSRIIF coordinator</li> </ol>	10/10
Details of Live Membership for Professional Bodies (IEEE CSI SEA ISTE .....)(2marks for first membership &3 marks for second membership)	Nil	-/5
Contribution to Cultural / Sports Events (Furnish Details) [Marks to be granulated based on the responsibility and participation by the HOI.]		-/5
Contribution towards Branding, Admissions, etc [Marks to be granulated based on the responsibility and participation by the HOI.]	Counseling the students to take the admission. Promoting through students for taking admission.	-/10
<b>TOTAL</b>		<b>108.24/190</b>

Date: 4/6/2024

  
Signature of faculty

Comments from the HOD: Meets expectation.

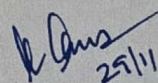
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29/11/24.  
Signature of the HOD

Comments of the Principal after the discussion:

Advised to complete the PhD at the earliest.  
Performance is good. Involved in lot of activities  
in the Department.

K. Ramesh  
29/11/24  
Signature of the Principal

Advised to attend FDPs in institutions of higher repute  
Advised to complete Ph.D. at the earliest.  
Performance is satisfactory.

  
25/11  
CEO

## FDP/WORKSHOPS:

Participated in the Six - day Virtual Faculty Development Program “**Funded Research Projects**” organised by ATLAS Skilltech University, Mumbai From 16 to 21/10/2023.

Participated in Offline one day Workshop on “**STATISTICS: A PRACTICAL APPROACH THROUGH SPSS**” organised by Srishti College of Commerce and Management & Research Centre held on 19th March 2023.

## ONLINE COURSES:

Successfully completed **Faculty Build-A-Thon 2023** in “**Data Analytics with Cognos**” from 24th July 2023 to 4th August 2023 by Skillsbuild, IBM India Private Limited.

Successfully completed NPTEL **Online** 3 credits course, for 8 weeks on the topic ‘**Business Analytics & Text Mining Modeling Using Python**’, Jul-Sep 2023

Participated in continuing education programme on “**Re-energising the classroom through the use of Gamification and Experiential Activities in Management Education**” organised by IIT- Madras from 13/03/2023 to 17/03/2023.

## PUBLICATIONS (INTERNATIONAL / NATIONAL JOURNALS)

- **Arundathi, KL., & Ganesh Babu (2024).** Emotional Brand Attachment Measurement Scale (EBAMS): Scale Validation. *Educational Administration: Theory and Practice*, 30(1), 3281–3293.  
<https://doi.org/10.53555/kuey.v30i1.7126>  
<https://www.scopus.com/sourceid/21100943319>