



Ms. Tanuja B

Assistant Professor, Head of Department

Specialization :Marketing

Email:Tanuja_b_73@yahoo.com

Qualification

- Phd (Persuing)
- M.Com
- MBA (Fin & Mkt)
- B.com

Work Experience - 24 years

- **Head of Dept**
JGI, Hubli since 2011 till date
- **Head of Dept**
NLE Education
Rotary college hubli
2007 - 2010
- **Banker** (1997-2005)

Courses Facilitated

- **BBA**
- 1. Principles of Marketing
- 2. Service Marketing
- 3. Advertisement
- 4. Consumer Behavior
- 5. Retail Management
- 6. Principles of Management
- 7. Entrepreneurship

Career Summary

Ms. Tanuja B. started her career as a Banker, at The Vardhaman Co-op Bank Hubballi. Later, joined as a Head of Department in Rotary Degree College, Hubballi of NLE Society in 2007. Since, 2011 she has been associated with JGI- Hubballi, as an Assistant Professor and Head of the Department of Commerce and Management. She is a Dynamic Educational Leader with the proven capacity to develop a vision and deliver on, organizational missions and objectives. She is passionate, sparkling and professionally stalwart in providing students and staff with the abilities and potential to master the necessary skills thereby, enabling them to become responsible community members.

She is dedicated Academician and also a part of several organizing committee, for which she has always been an efficacious leader. She aspires and ensures the growth of the Departments in terms of extra-curricular activities, events and academics.

She has unwavering commitment to instill confidence and self-esteem, by imparting and is amicable when approached by the students, an optimistic to different perspectives, encouraging student feedback regarding teaching methods and carry through it to enhance learning. Presently, she is pursuing PhD. from University of Mysore on the "Topic Rural Marketing".

Research Interest

Rural Marketing (Survival strategies for Rural Retailers)

Research Publications

S.N	Title of Paper	Journal Name	Impact Factor	ISSN/ISBN	Scopus Indexed	Year
1	NIL					

Books/Chapters

S.N	Title of the Book	Publisher	ISBN
1	NIL		

Activities

S.N	Activity	Title	Year
1	Event Organizer in National level Management Fest	Prudence	2011

Development Programme 8. Business Communication 9. Market Research 10. Insurance Management 11. Banking Operations • B.Com 1. Entrepreneur and small enterprise management 2. Principles of management 3. Banking Law and Practice 4. Marketing 5. Indian Financial Systems <u>Member on Committees / Editorial Boards/Committees</u> • Fest Committee • Activity Committee • Students Grievance Cell • Exam committee	2	Faculty Head in National level Management Fest	Cavalcade	2012 2013 2014 2015 2016 2017 2018 2019 2020
	3	Daily Activity in charge	Current News Awareness	2012 till date
	4	Headed college events	Fresher and Farewell	2012 till date
	5	Organized webinar on Career planning	College Event	2021
	6	Headed Orientation program for fresher's	College Event	2015 till date
	7	Worked for yearly Admission (Counseling, Tele calling)	Admissions	2012 till date
	8	Headed University Exams at college	Examination (Karnataka University Dharwad)	2012 till date
	9	Paper Setter and Examiner	Karnatak University Dharwad	2017 till date
	10	Nodal Officer	Scholarship for students	2019 onwards
	11	Placement coordinator		2011 & 2012

Seminars, Workshops and Conferences attended

S.N	Title of Conference	Institute	Year
1	“Leading The Way Forward In Unprecedented Times: With A Special Reference To The Global Market And Economy”	CMS, Jain (Deemed-to-be University).	2020
2	INTERNATIONALCONFERENCEON“REDISCOVERINGMANAGEMENTOFBUSINESSPOSTCOVID-19”	CMS, Jain (Deemed-to-be University).	2020
3	Daily Activity in charge	Current News Awareness	2012 till date
4	Presented paper on Importance of Employee Retentions	Presidency College Bengaluru	2015
5.	Presented paper on Changing Consumer Behavior and new Marketing Strategies	First Grade Govt. College	2018
6.			

Webinars-FDP/MDP

S.N	FDP/MDP-Webinar	Institution	Year
1	“Moving forward through the challenges posed by Covid-19 in the manufacturing sector”	CMS, Jain (Deemed-to-be University).	2020
2	“Future Education”	JGI-Hubballi	2020
3	“Marketing during Covid-19”	CMS, Jain (Deemed-to-be University).	2020
4	“Juggling in the Midst of the New Normal”	CMS, Jain (Deemed-to-be University).	2020

	5	"Quality Research and its output" and Paradigm shift in Teaching Pedagogy - Post Covid-19	CMS, Jain (Deemed-to-be University).	2020
	6	"Sine Qua Non of a Good Research Paper"	Centre for Management Studies Presidency College	2020