S

**PERSONAL DETAILS:**

Name : Ayush G Kottary

D.O.B : 06-05-1994

Gender : Male

Nationality : Indian

Marital Status : Unmarried

Linguistic Proficiency : English / Hindi / Kannada / Tulu

**EDUCATION QUALIFICATION:**

| **Qualification Level** | | **University / Board** | **Area of Specialisation** | **Completion Year** | **Awards & Recognitions** |
| --- | --- | --- | --- | --- | --- |
| M.COM | | Indira Gandhi National Open University (IGNOU) |  | 2024 |  |
| PGDIBO | | Indira Gandhi National Open University (IGNOU) | International Business | 2022 |  |
| MBA | | Mangalore University | Marketing / Marketing Management | 2018 |  |
| BCOM | | Mangalore University | Business Taxation | 2015 | Best Outgoing Student.  Outstanding NSS Volunteer |
| PUC | | Karnataka School Examination and Assessment Board (KSEAB) |  | 2012 |  |
| SSLC | | Karnataka School Examination and Assessment Board (KSEAB) |  | 2010 |  |
| **UGC NET** | | Cleared **NTA-UGC-NET Assistant Professor (Management),** held on 19th February 2022. | | --- | | | | | | |
| **UGC NET** | | Cleared **NTA-UGC-NET Assistant Professor (Management),** held on 30th November 2020. | | --- | | | | | | |
| **UGC NET** | | Cleared **NTA-UGC-NET Assistant Professor (Management)**, held on 22nd June 2019. | | --- | | | | | | |
| **UGC-NET** | Cleared **NTA-UGC-NET Assistant Professor (Management)**, held on 04th December, 2019. | | | | | |
| **UGC NET** | | Cleared **NTA-UGC-NET Assistant Professor (Management),** held on 20th December 2018. | | --- | | | | | | |
| **KSET** | | Cleared **Karnataka SET, Assistant Professor (Management)**, held on 30th December 2018 | | --- | | | | | | |

**RESPONSIBILITIES AT SAU:**

* **Coordinator** – Centre for Civic Concerns (CCC2) for SAHAAYA Outreach Programme.
* **Programme Coordinator -** BBA with Business Analytics Programme.
* **Staff Incharge –** Diploma Programmes in Aviation including Diploma in Inflight Management and Diploma in Airport Management.
* **President** – Potentia Association.
* **Key Resource Person –** QnSmarti (Arrupe Block).
* **Member -** Class Guide Coordinator Committee.

**EXPERIENCE:**

1. **CURRENT:**

Designation: Assistant Professor (Stage – I)

Start Date: 06-09-2021

1. **PREVIOUS:**

| **Company / Organization** | **Designation** | **Start Date** | **End Date** |
| --- | --- | --- | --- |
| Mangalore University Constituent F.M.K.M.C College, Madikeri | Guest Lecturer (Full Time) | 02-07-2019 | 30-08-2021 |
| Hindustan Coca-Cola Beverages Private Limited (HCCB) | Sales Trainee | 09-07-2018 | 06-10-2018 |

**RESEARCH AREAS:**

1. **PAPER / CHAPTERS PUBLISHED IN EDITED BOOKS / BOOK PUBLICATION**:

| **Title Of Paper Published** | **Title Of Book** | **International / National / State / Regional / College / University / Publisher** | **ISBN Number** | **Year Of Publication** |
| --- | --- | --- | --- | --- |
| **-** | **Advanced Financial Management** | United Agencies, Mangaluru. | 978-81-965239-9-2 | 2024 |
| An Analysis of Video Content Marketing in Special Media Marketing: With Special Reference to the Effect of COVID-19 Pandemic | Multidisciplinary Subjects for research-II (Vol-2) | International / Redshine Publication, Sweden | 978-1-71650-380-1 | 2020 |
| Instagram Marketing in 2020 – Critical analysis of Tools and Techniques of Instagram Marketing. | Multidisciplinary Subjects for research. | National / Redshine Publication, India | 978-1-71695-479-5 | 2020 |
| Changing Role of Marketing in the Light of Covid-19 Pandemic | Economic, Social, Psychological, Political, Educational and Literary Impact of Covid-19 & all Multidisciplinary Subjects for Research | National / C.B Patel Arts College, Nadiad | 978-93-89840-55-1 | 2020 |

1. **PAPERS PRESENTED IN CONFERENCES:**

| **Title of Paper Presented** | **Title / Theme of the Seminar** | **Organizer** | **Level** | **Year** |
| --- | --- | --- | --- | --- |
| A Comparative Analysis of Sensex Movement &amp; Selected Nifty Index with Special Reference to Investment Prospects”, | DRISHTI – 2023: A New Era in Management & Technology | Vivekananda College of Engineering and Technology, Puttur | International | 2023 |
| Eco-Friendly Digital Marketing: Strategies for Sustainable Consumer Behavior | Digitisation for Sustainable Development | Field Marshal K.M. Carriappa College, Madikeri, | International | 2023 |
| A Study on Investor Perception Towards Cryptocurrency Investment & Taxation – With Special Reference to  Mangalore City of Karnataka” | Emerging Trends in Commerce and Management: Transformational  Reforms, | Mangalore University,  Mangalagangothri, | National | 2022 |
| Analysis of Factors Influencing Investment Decisions in Cryptocurrency with Special Reference to Mangalore City – An Investor Perspective | Business Resurgence in Post Pandemic Era - Pathway Ahead | SDM  College of Business Management Post Graduate Centre for Management  Studies and Research, Mangalore | International | 2022 |
| A Study on Awareness, acceptance and Perception of Investors Towards Cryptocurrencies as an Investment Instrument – With Special Reference to Mangalore City of Karnataka | New Trends and Challenges in Business Management and Innovation | Nehru Arts and Science College, Tamil Nadu | International | 2022 |
| A Study on Impact of Covid-19 on Digital Marketing | Impact of Covid-19 on Various Areas of Global Economy, Science & Humanities | Gondwana University, Gandchiroli. Chintamani Mahavidyalaya, Ghugus, Mahila Mahavidyalaya, Amaravati. | International | 2020 |
| Importance of Trademarks in Branding and Marketing | Intellectual Property Rights- Patents, Copyrights, Research Articles: Importance and Drafting Skills. | Kumbhalkar College of Social Work, Wardha. Chintamani Mahavidyalaya Ghugus. | International | 2020 |
| Significance of Patents for Young Entrepreneurs | Intellectual Property Rights- Patents, Copyrights, Research Articles: Importance and Drafting Skills. | Kumbhalkar College of Social Work, Wardha. Chintamani Mahavidyalaya Ghugus. | International | 2020 |
| Challenges & opportunities of mobile Phone Learning Technology Implementation in higher Education with reference to Kodagu District of Karnataka | Future Dimension in Higher Education: A Quantum Leap in Technology | G.F.G.C, Madikeri / Karnataka State Higher Education Council / Sahyadri College of Engineering & Management, Mangaluru | International | 2020 |
| A Study on Challenges in Implementing Atma Nirbhar Bharath Abhiyan in the Lights of COVID-19 Pandemic –An Economic Perspective | Atmanirbhar Bharat – Opportunities and Challenges with Covid-19 | Pt. Deen Dayal Upadhyay Management College, Meerut. Society of Scientific Research and Education (SSRE). | National | 2020 |
| The Future Role of Marketing in the Post Covid-19 Era | Recent Application of Applied Sciences, Humanities & Engineering with Covid-19 | Silicobyte Katni Degree College, M.P. Society of Scientific Research and Education (SSRE). | National | 2020 |
| A Study on Challenges Faced by Social Entrepreneurs | Entrepreneurship: A Start-up Initiative | G.F.G.C & Post Graduation Study Centre, Kapu / CEDOK, Pranava Trust ®. | National | 2020 |
| Impact of Covid-19 on Advertising Industry | Variables and Measurement | The Global Association of Social Science, The International Research Journal of Social Sciences and Humanities, Indore School of Social Work, Indore. | National | 2020 |

**CONFERENCE PROCEEDINGS:**

Published a Research Paper titled “Challenges & opportunities of mobile Phone Learning Technology Implementation in higher Education with reference to Kodagu District of Karnataka”, in the Conference Proceedings of the International Conference on ‘Future Dimension in Higher Education: A Quantum Leap in Technology’ organized by G.F.G.C, Madikeri, Karnataka State Higher Education Council and Sahyadri College of Engineering & Management, Mangaluru

**PAPERS PUBLISHED IN JOURNALS:**

| **Title of the Paper** | **Name of the Journal** | **International / National** | **Volume & Issue** | **ISSN Number** | **Year** |
| --- | --- | --- | --- | --- | --- |
| A Comparative Analysis of Sensex Movement &amp; Selected Nifty Index with Special Reference to Investment Prospects”, | International Journal of Research in Academic World, | International | Volume – 2  Issue - 07 | 2583-1615 | 2023 |
| Eco-Friendly Digital Marketing: Strategies for Sustainable Consumer Behavior | International Journal of Research in Academic World, | International | Volume – 2  Issue - 11 | 2583-1615 | 2023 |
| Analysis of Factors Influencing Investment Decisions in Cryptocurrency with Special Reference to Mangalore City – An Investor Perspective” | International Journal of Advanced Research (IJAR), | International | Volume – 10  Issue - 12 | 2320- 5407 | 2022 |
| A Study on Recent Performance of Stock Market and its Implications on the Economy | North Asian International Journal of Multidisciplinary | International | Volume – 6  Issue - 12 | 2454-2326 | 2020 |
| A Study on Impact of COVID-19 Pandemic on Digital Marketing | Vidhyabharathi International Interdisciplinary Research Journal | International | June Issue | 2319-4979 | 2020 |
| A Study on Advantages and disadvantages of Online Teaching During COVID-19: With Special Reference to Mangalore University Students. | Vidhyabharathi International Interdisciplinary Research Journal | International | June Issue | 2319-4979 | 2020 |
| Importance of Trademark in Branding and Marketing | Ajanta – An International Multidisciplinary Quarterly Research Journal | International | Volume – IX  Issue - III | 2277-5730 | 2020 |
| A Study on Challenges and Problems in Rural Distribution – With special reference to Rural Markets of Dakshina Kannada District of Karnataka. | International Research Journal on Multidisciplinary Science and Technology | International | Volume – 03  Issue - 06 | 2455-930X | 2020 |

**MEMBERSHIPS:**

* **General Member** – World Economic Association.
* **General Member** – World Leadership Association.
* **Member** – All India Council for Technical Skill Development