

**Anita.R Natekar**

Assistant Professor  
Department of Management Studies  
Karnataka State Women's University  
Social-Science Block  
Torvi,  
Bijapur  
Email: [anitarnatekar@yahoo.com](mailto:anitarnatekar@yahoo.com)  
Mobile: + 918050680561

**Career Objective**

A motivated, results-focused Marketing Professional, seeking an opportunity to utilize the experience, skills and education to contribute to employer objectives, profitability, and success and to achieve excellence in Academic, Research and Publications.

**Educational Qualifications:**

Ph.D

Gulbarga University, Gulbarga  
Topic: "Marketing of Internet Services in North-Karnataka Region".

UGC-NET

NET Qualified in the year 2001

Masters of Business Administration (MBA)  
Gulbarga University, Gulbarga  
Secured 67.76 per cent ( Gold Medal)

Bachelor of Commerce (B.Com)  
Gulbarga University, Gulbarga  
Secured 65.67 per cent

**ACADEMIC EXPERIENCE**

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Department of Management Studies, K.S.W.U, Bijapur  
Assistant Professor

13<sup>th</sup> July, 2007 --- Till date

Subjects handled in Management and Commerce dept:

- Marketing Management
- Advertising and Sales Promotion
- Consumer Behaviour
- Services Marketing

- Strategic Management
- Management Process and Practices
- Organization Behaviour
- Management of Industrial Relations and employee welfare
- Management of Training and Development
- Performance Appraisal and Counseling
- Business Law
- Marketing Research

Department of Management, ICFAI, Gulbarga

Feb, 2004—July, 2007

Full-Time Faculty

Subjects handled for MBA

- Services Marketing
- Industrial Marketing
- Marketing Management
- Consumer Behaviour
- Advertising and Distribution Management
- Marketing Communications
- Organizational Behaviour

Vijayanar Institute of Management Studies,P.G.Centre

June, 2000—Dec,2003

Gulbarga University, Gulbarga, Bellary

Research Scholar and Guest Lecturer

Subjects handled for MBA

- Marketing Management
- Advertising and Sales Promotion
- Consumer Behaviour
- Services Marketing
- Strategic Management
- Management Process and Practices
- Organization Behaviour
- Management of Industrial Relations and employee welfare
- Management of Training and Development
- Performance Appraisal and Counseling
- Business Law
- Marketing Research

### **Research Papers Published:**

-“Role of Anganwadi Teachers in the overall development of women and child ( Special reference to the nutrition and health care of women and child”),Research Journal of Philosophy and Social sciences, Anu Books (ISSN: 0048-7325), Meerut. Vol XXXVI 2010, No.2 and page No: 37-55.

-“Human Resource Accounting”, Anu Books, Research Journal of Philosophy and Social sciences, Journal Anu Books ( ISSN: 0258-1701), Meerut Vol XXXVI No.2, Dec 2009, Page No: 7 -14

- “ Listening Skills: An Essence to Communication”, Research of Journal of Philosophy and Social sciences, Anu Books, ( ISSN: 0258-1701), Meerut Vol XXXVI, No: 1 March 2011, Page No: 209-216.

-“HRM – Issues and challenges”, Research Journal of Philosophy and Social Sciences Journal, Anu Books ( ISSN: 0048-7325), Meerut Vol XXXVII, No:1, March 2011, Page No. 77 – 91

-”Celebrity Endorsement: It’s impact on Brand”, THAVAN IJRMM , Research Journal International Journal of Research in Marketing Management, (ISSN: 2277-1468), Vol No: 2, Jan- March, 2012,

-“Competency Mapping: A tool for HR Excellence”, Acme Intellects, International Journal of Research in Management , Social Sciences and Technology, (ISSN2320-2939) Special Issue Vol: 1 No:3, May, 2014, Page No: 170-174.

-“Problems of Higher Education in India”, International Research Journal of Commerce, Management and Social Sciences,(ISSN: 2321-9831), Issue No: IV, Vol-II, July-Dec- 2014, Page No: 200-206

**Seminar, Conferences, workshops, Faculty Developments Programs(FDP) presented/ attended/ participated:**

- a)International/ Foreign Conference
- b)Indian/ National level Conference
- c)Regional Conferences and others

Detail List Enclosed

**Extra Curricular Activities:**

1. Acted as Co-ordinator for Zenith a week interdepartmental management festival from 16<sup>th</sup> to 21<sup>st</sup> May, 2011
2. organizer and active participant in many management and cultural programs in degree as well PG.

**Personal Details:**

Father Name : Ramachandra.H.Natekar

Permanent Address : H.No: 3-798/1, Hanuman Nilaya, Gazipur, Gulbarga -01

**Annexure: Category E (ii) Papers Presented in Conferences, Seminars, Workshops, Symposia:**

| SI No: | Name of the seminar/symposia/conference/workshops etc  | Name of the organizer  | Duration                    |                             | Nature of participation   |
|--------|--|--|-----------------------------|-----------------------------|---|
|        |  |  | From                        | To                          |   |
| 1      | <b>International Conference on “Strategies for Social and sustainable competitive advantage in Globalized era”.</b>            | Dept of Studies and Research in Commerce and Management<br><b>KSWU,Bijapur</b>   | 20 <sup>th</sup> June, 2014 | 21 <sup>st</sup> June, 2014 | Presented paper titled “Strategies for competitive advantage in globalized era”.              |
| 2      | <b>International Conference on “Empowering Employability in Business Education”</b>  | Dept of Commerce and Management , Sri Sri Shivalingeshwara swamy Govt first grade college,<br><b>Channagiri, Davangere</b> | 6 <sup>th</sup> May, 2014   | 6 <sup>th</sup> May, 2014   | Presented paper titled “Competency Mapping - A tool for HR Excellence”.                       |
| 3      | <b>National Seminar on “Leading issues in Indian Economic Policy”.</b>   | Dept of Studies in Economics, KSWU,<br><b>Bijapur</b>  | 25 <sup>th</sup> Mar, 2014  | 26 <sup>th</sup> Mar, 2014  | Presented paper entitled “Good corporate governance- A need of an hour”.                      |
| 4      | XXXII Annual National Conference of Indian society of Professional social work   | Dept of Social Work, KSWU, <b>Bijapur</b>  | 20 <sup>th</sup> Jan, 2014  | 22 <sup>nd</sup> Jan, 2014  | Presented paper entitled “Harnessing innovation for women’s Empowerment.                      |
| 5      | National Seminar on “Social aspects in Marketing Management for 21 <sup>st</sup> Century”.                                     | Dept of Studies and Research in Commerce and Management<br><b>KSWU,Bijapur</b>   | 21 <sup>st</sup> Nov 2013   | 22 <sup>nd</sup> Nov, 2013  | Presented paper titled “Pros and cons of Ethical advertisement for 21 <sup>st</sup> Century”. |
| 6      | One day seminar on “ Recent advances in Computer Applications”   | Dept of Computer Science & SC/ST Cell<br><b>KSWU, Bijapur</b>  | 27 <sup>th</sup> Feb, 2013  | 27 <sup>th</sup> Feb, 2013  | participated  |
| 7      | 21 days workshop on Feminist Research Methodology  | UGC Sponsored Women’s study center,<br><b>KSWU,Bijapur</b>   | 16 <sup>th</sup> Jan, 2013  | 6 <sup>th</sup> Feb, 2013   | participated  |
| 8      | 12 <sup>th</sup> International Conference on Global Contemporary issues, innovations and future challenges in Business, IT and | Research Development Association and Research Development  | 5 <sup>th</sup> Jan, 2013   | 6 <sup>th</sup> Jan, 2013   | Presented paper on “Digital Marketing: An overview”.  |

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|----|--|--|-----------------------------|-----------------------------|---|
|    | Management   | Research Foundation, Jaipur in collaboration with Rajasthan chamber of commerce and industry, <b>Rajasthan.</b>  |                             |                             |   |
| 9  | 6 <sup>th</sup> International Research Conference on Entrepreneurship  | Padmashree.Dr .D.Y.Patil University <b>Navi Mumbai</b>   | 8 <sup>th</sup> Dec, 2012   | 8 <sup>th</sup> Dec, 2012   | Presented paper entitled” Issues in Woman Entrepreneurship                        |
| 10 | International Conference on Management and Behavioural Sciences  | Society of Management and Behavioural Sciences, <b>Ahmedabad</b>   | 1 <sup>st</sup> Dec, 2012   | 2 <sup>nd</sup> Dec, 2012   | Presented paper titled “Role of Technology in Managing Human Resources”.          |
| 11 | International interdisciplinary Research conference on “Changes, challenges and consequences in Commerce, Management, Engineering, Technology, Environment and social sciences”. | Choice Institute of Management Studies and Research <b>Shirdi</b>  | 24 <sup>th</sup> Sept, 2012 | 25 <sup>th</sup> Sept, 2012 | Presented paper on “Indian Retail Industry – an overview.                         |
| 12 | <b>International Conference</b> on “Innovations in Management Practices”   | Kristu Jayanti College of Management and Technology, <b>Bangalore</b>  | 20 <sup>th</sup> Apr, 2012  | 21 <sup>st</sup> Apr, 2012  | Presented paper on “Marketing Innovations: A tool for Business Luminosity”.       |
| 13 | <b>National Conference</b> on “Contemporary Management Practices and Just Society”   | Vijayanagara Institute of Management Studies, Vijayanagara Sri Krishnadevaray University, <b>Bellary</b> and Bellary District Chamber of Commerce and Industries (BDCCI), <b>Bellary</b> | 30 <sup>th</sup> Mar, 2012  | 31 <sup>st</sup> Mar, 2012  | Presented paper on “Quality of Work Life (QWL) : A Shifti”                        |
| 14 | <b>National Level Seminar</b>  | A.S.Patil College of Commerce, <b>Bijapur</b>  | 2 <sup>nd</sup> Mar, 2012   | 3 <sup>rd</sup> Mar, 2012   | Presented paper on “Human Rights Violation in small and medium scale industries”. |
| 15 | International Seminar on Ethics Governance and IFRS  | Department of Commerce, SDM College, <b>Ujire</b>  | 24 <sup>th</sup> Feb, 2012  | 25 <sup>th</sup> Feb, 2012  | Presented paper on “Corporate Governance: A Glimpse”                              |
| 16 | International Conference on Frontier Global Issues and Challenges in the New   | Research and Development Association and   | 5 <sup>th</sup> Jan, 2012   | 6 <sup>th</sup> Jan, 2012   | Presented paper entitled “International   |

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|----|--|--|----------------------------|----------------------------|--|
|    | Millennium on Emerging Economy, Accounting, Finance, Information and Communication Technology, Business and Management | Research Development Research Foundation, <b>Jaipur</b>  |                            |                            | Human Resource Management (IHRM) - Issues and challenges.  |
| 17 | International Conference on “Innovative Business and Technology strategies for Developing countries”.                  | Asian Management Science Association and Putra Intelek International college, Malaysia organized at <b>Dubai</b> | 16 <sup>th</sup> Dec, 2011 | 17 <sup>th</sup> Dec, 2011 | Presented paper in absentia entitled “Enhancing collaborative CRM with Mobile Technologies”.   |
| 18 | National Seminar on “Changing face of India Incorporate: Innovative practices”   | Shri. Vaishnav Institute of Management, <b>Indore Madhya Pradesh.</b>  | 3 <sup>rd</sup> Dec, 2011  | 3 <sup>rd</sup> Dec, 2011  | Presented paper on “Service Innovation: A conceptual Framework”. Full article got published in their book with <b>ISBN 978-93-81583-12-8</b> |
| 19 | Workshop on “Research Methodology”   | A S Patil College Commerce (Autonomous) <b>Bijapur</b>   | 19 <sup>th</sup> Nov, 2011 | 19 <sup>th</sup> Nov, 2011 | Participant  |
| 20 | National Seminar on “Micro Finance and Women Empowerment”.   | Nrupatunga First Grade college, <b>Sedam dist Gulbarga</b>   | 21 <sup>st</sup> Oct, 2011 | 22 <sup>nd</sup> Oct, 2011 | Presented paper on” Microfinance: The effective tool for women empowerment in India”.  |
| 21 | Training Program for PU College Lecturers of Bijapur District  | P U Board, Government of Karnataka <b>Bijapur</b>  | 14 <sup>th</sup> Oct, 2011 | 14 <sup>th</sup> Oct, 2011 | Resource Person  |
| 22 | Live Phone in Program to answer the queries of listeners’ reg. preparation for KSET Examination.                       | All India Radio <b>Bijapur</b>   | 4 <sup>th</sup> Oct, 2011  | 4 <sup>th</sup> Oct, 2011  | Radio Talk   |
| 23 | National Symposium on “Women’s Reservation Bill”   | Directorate of SC/ST and OBC Cell, <b>KSWU, Bijapur</b>  | 29 <sup>th</sup> Mar, 2011 | 29 <sup>th</sup> Mar, 2011 | Organizing Committee Member  |
| 24 | National Symposium on “Women’s Reservation Bill”   | Directorate of SC/ST and OBC Cell, <b>KSWU, Bijapur</b>  | 29 <sup>th</sup> Mar, 2011 | 29 <sup>th</sup> Mar, 2011 | Participant  |
| 25 | National Seminar on Gender and Human Rights: The Role of Media   | Dept. of Journalism and Mass Communication, <b>KSWU, Bijapur</b>   | 26 <sup>th</sup> Mar, 2011 | 27 <sup>th</sup> Mar, 2011 | Presented paper on “Terrorism and Human Rights”  |
| 26 | “Spurthi” National Level Conference  | KLE Society’s, Institute of Management Studies   | 25 <sup>th</sup> Mar, 2011 | 26 <sup>th</sup> Mar, 2011 | Presented paper on “Building Investors Confidence Through  |

|    |   |  |                              |                              |   |
|----|---|--|------------------------------|------------------------------|---|
|    |   | and Research, <b>Hubli</b>   |                              |                              | Corporate Governance”   |
| 27 | Chintan Manthan Program on Contemporary Challenges Before Women                       | KSWU, <b>Bijapur</b>   | 08 <sup>th</sup> Mar, 2011   | 08 <sup>th</sup> Mar, 2011   | Participant   |
| 28 | UGC Sponsored Workshop  | Karnataka State women’s University, Capacity building for women managers in Higher Education, <b>Bijapur</b> | 20 <sup>th</sup> Jan, 2011   | 20 <sup>th</sup> Jan, 2011   | Presented Manual IV- Managing Personal and Professional Roles” as Resource Person |
| 29 | 4 <sup>th</sup> International Research Conference on “Entrepreneurship”               | Padmashree Dr. D. Y. Patil University, Navi <b>Mumbai</b>  | 18 <sup>th</sup> Dec, 2010   | 18 <sup>th</sup> Dec, 2010   | Presented paper on “Financial Investment in Young India: A Business Opportunity”  |
| 30 | Guest Lecturer  | Shri Sangameshwar Arts and Commerce College, <b>Chadchan</b>   | 15 <sup>th</sup> Dec, 2010   | 15 <sup>th</sup> Dec, 2010   | Lecture on “Marketing Management”   |
| 31 | National Seminar  | S V M Arts, Science and Commerce College, <b>Ilkal</b>   | 22-11-10                     | 23-11-10                     | Presented paper on “Indian Granite Prospects”                                     |
| 32 | International HR Conclave “4 Es of HRM”   | Mahatma Gandhi College, <b>Guntur</b>  | 29 <sup>th</sup> Oct, 2010   | 31stOct, 2010                | Presented paper on “Employee Engagement”  |
| 33 | National Conference on “Management & Technology”                                      | PES Institute of Technology and Management, <b>Shivamogga</b>  | 22 <sup>nd</sup> Oct, 2010   | 23 <sup>rd</sup> Oct, 2010   | Presented paper on “Consumer Behaviour Towards Jeans – A Case Study of Bellary”   |
| 34 | National Seminar on “Service Sector-Challenges and Opportunities”                     | K R Bellad Arts and Commerce College, <b>Mundargi</b>  | 14 <sup>th</sup> , Oct, 2014 | 14 <sup>th</sup> , Oct, 2014 | Presented paper on “New Dimensions in Service Sector”                             |
| 35 | Two Days Workshop on “Ways and Means of Maintaining Discipline in the Campus”         | KSWU, <b>Bijapur</b>   | 7 <sup>th</sup> Jun, 2010    | 8 <sup>th</sup> June, 2010   | Participated  |
| 36 | International Seminar on “Sultana Chandbibi From Historical and Feminist Perspective” | Karnataka State Women’s University, <b>Bijapur</b>   | 8 <sup>th</sup> Mar, 2010    | 8 <sup>th</sup> Mar, 2010    | Participated  |
| 37 | International Research Conference 2010 “Service Management – The Catalyst”            | Centre for Management Research, Kohinoor Business School, <b>Khandala</b>                                    | 20 <sup>th</sup> Feb, 2010   | 20 <sup>th</sup> Feb, 2010   | Participated  |
| 38 | UGC Sponsored “Capacity Building of Women Managers in Higher Education” Training for  | Bishop Cotton Women’s Christian College, <b>Bangalore</b>  | 8 <sup>th</sup> Feb, 2010    | 13 <sup>th</sup> Feb, 2010   | Participated  |

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|----|---|---|-----------------------------|-----------------------------|--|
|    | Trainers Workshop   |   |                             |                             |  |
| 39 | 7 Days Workshop on Research Methodology   | Directorate of SC/ST Minority and OBC Cell, KSWU, <b>Bijapur</b>                            | 27 <sup>th</sup> Jan, 2010  | 2 <sup>nd</sup> Feb 2010    | Organizing Committee Member  |
| 40 | Training Program on HRD Program   | Bijapur Dist. Non-Agriculture Credit Cooperative Societies Association Ltd., <b>Bijapur</b> | 23 <sup>rd</sup> Jan 2010   | 23 <sup>rd</sup> Jan 2010   | Resource Person  |
| 41 | International Symposium on Women Achievers  | Karnataka State Women's University, <b>Bijapur</b>  | 13 <sup>th</sup> Jan, 2010  | 13 <sup>th</sup> Jan, 2010  | Participated   |
| 42 | International Conference  | RV Institute of Management, <b>Bangalore</b>  | 10 <sup>th</sup> Dec, 2009  | 11 <sup>th</sup> Dec, 2009  | Presented a paper titled "Advertising and Promotional strategies: A Key to Business Success" |
| 43 | UGC Sponsored 47 <sup>th</sup> Orientation Programme  | Academic Staff College, Karnataka University, <b>Dharwad</b>                                | 4 <sup>th</sup> Nov, 2009   | 1 <sup>st</sup> Dec, 2009   | Participated   |
| 44 | UGC Sponsored Two-Day National Level Conference on "Special Economic Zones – An Indian Perspective" | Vijaynagar College, <b>Hospet</b>   | 25 <sup>th</sup> Sept, 2009 | 26 <sup>th</sup> Sept, 2009 | Presented a Paper "The role of SEZs on employment generation"                                |
| 45 | UGC Sponsored National Seminar on "Empowerment of Women : A Multi-dimension Approach"               | Veershaiva College , <b>Bellary</b>   | 11 <sup>th</sup> Sept, 2009 | 12 <sup>th</sup> Sept, 2009 | Presented a paper on "Empowering women through education".                                   |
| 46 | International Conference  | CPRACISIS, Thrissur, <b>Kerala</b>  | 27 <sup>th</sup> Jun, 2009  | 28 <sup>th</sup> Jun, 2009  | Presented a paper titled "Technology and Humanities"   |
| 47 | UGC Sponsored Two-Day National Level Conference on "Gender Equity – A Key to National Development"  | Smt. Ugamadevi Bhawarlal Nahar Theosophical Women's College, <b>Hospet</b>                  | 24 <sup>th</sup> Mar, 2009  | 25 <sup>th</sup> Mar, 2009  | Paper presented entitled "Women Entrepreneurship"  |
| 48 | Two-Day National Seminar on "Women Empowerment in India: Issues and Challenges"                     | Dept. of Economics, Osmania University, <b>Hyderabad</b>                                    | 23 <sup>rd</sup> Mar, 2009  | 24 <sup>th</sup> Mar, 2009  | Presented a paper "Employment of women in Organized and unorganized sector"                  |
| 49 | National Conference on "Economic Recession and Management Strategies"                               | Dept. of Studies and Research in Commerce & Management, KSOU, <b>Mysore</b>                 | 21 <sup>st</sup> Feb, 2009  | 22 <sup>nd</sup> Feb, 2009  | Participated   |



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|----|--|--|-----------------------------|-----------------------------|--------------|
| 50 | UGC Sponsored “Capacity Building of Women Managers in Higher Education” Sensitivity/Awareness/Motivation Workshop                                      | Mangalore University, <b>Mangalore</b> | 2 <sup>nd</sup> Feb, 2009   | 6 <sup>th</sup> Feb, 2009   | Participated |
| 51 | National Seminar on “Strategies to achieve Double Digit Growth in Indian Economy – Need for a Big Push and Holistic Approach to Indian Growth Process” | <b>INC-Mysore</b>                      | 24 <sup>th</sup> Jan, 2009  | 24 <sup>th</sup> Jan, 2009  | Participated |
| 52 | National Seminar on “Globalization & Women, Its Impacts, Challenges, Opportunities”  | <b>ABVP and VSS, Andhra Pradesh</b>    | 26 <sup>th</sup> July, 2008 | 27 <sup>th</sup> July, 2008 | Participated |

**Annexures: Category III (A) Published Papers in Journals: (Encl. No. 9)**

| <b>Sl. No</b> | <b>Topic</b>  | <b>Publication</b>  | <b>Date/ Year of Publication</b> | <b>ISSN No., Vol., Issue and Page No.</b>                      |
|---------------|---|---|----------------------------------|--|
| 1.            | Role of Anganwadi Teachers in the overall development of women and child (Special reference to the nutrition and health care of women and child). | Research Journal of Philosophy and Social Sciences, Anu Books, Meerut | 2010                             | ISSN No.: 0048-7325, Vol. XXXVI 2010, No. 2 and Page No.:37-55 |
| 2.            | Human Resource Accounting (HRA)   | Research Journal of Philosophy and Social Sciences, Anu Books, Meerut | 2010                             | ISSN No.: 0258-1701, Vol. XXXV 2010, No. 2 and Page No.: 7 -14 |
| 3.            | Listening Skills: An Essence To Communication   | Research Journal of Philosophy and Social Sciences, Anu               | March 2011                       | ISSN No.: 0258-1701, Vol. XXXVI, No. 1, and Page No. 209-216   |

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|----|---|---|----------------|---|
|    |   | Books, Meerut   |                |   |
| 4. | HRM – Issues and Challenges   | Research Journal of Philosophy and Social Sciences, Anu Books, Meerut                 | March 2011     | ISSN No.: 0048-7325, Vol. 35, No. 1, and Page No.: 77 to 92 |
| 5  | Celebrity Endorsement: It's impact on brand                               | THAVAN IJRMM  | Jan-March 2012 | ISSN: 2277-1468   |
| 6  | Indian Retail Industry: An Overview                                       | International Journal of Business, Management and Social Sciences                     | Sept 2012      | ISSN: 2249-7463, Vol. II, Issue 1(111) pg no: 117 to 122    |
| 7  | Competency Mapping- A tool for HR Excellence                              | Acme Intellects International Journal ( AIJRMSST)                                     | May 2014       | ISSN: 2320-2939 Special Issue Vol: 1 No:3, Page No: 170-174 |
| 8  | Problems of Higher Education in India                                     | International Research Journal of Commerce, Management and Social Sciences ((IRJCMSS) | July-Dec 2014  | ISSN No: 2321-9831, Vol. II, Page no:200 to 206             |
| 9  | Corporate Social Responsibilities and its difficulties in implementation. | International Research Journal of Commerce, Management and Social Sciences ((IRJCMSS) | Jan-June 2015  | ISSN No: 2321-9831, Vol. I page no:1 to 3                   |

