

## PROFILE

Name : Priyanka Banasode,

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Designation :HOD, Department of Management, SECAB IET, Vijayapura

### Curriculum Vitae

#### EDUCATION PROFILE:

Graduation/Post Graduation	College/University	Year of Passing
Doctor of Philosophy	Karnataka State Akkamahadevi Women University, Vijayapura.	2026
Master of Business Administration	Karnataka State Akkamahadevi Women University, Vijayapura.	2017-18
Bachelor of Business Administration	Chetana Education Society, Vijayapura.	2015- 16
PUC	PDJ Pre –University College, Vijayapura.	2013- 14
SSLC	PDG High School Vijayapura.	2009

**Areas of Interest :**

**Digital Marketing , Hospitality sectors, Educational Technology, Education based Innovations.**

**CONFERENCE / SEMINARS/ WORKSHOPS :**

**Participated :**

- 1. Participated in Two Week Interactive Capacity Building Programme On Contemporary Issues In NEP-2020, Management, Commerce And Research . Organized by Department of Management, Karnataka State Akkamahadevi Women University, Vijayapura. December 2022.**
- 2. Participated in National Level Four Days Research Development Program on “ Structured Approach of Methods & Techniques Behind Research” organized by BSSS Research Cell in Association with Department of Education from 27 October 2021 TO 30 October 2021.**
- 3. Participated in National Webinar on “ Academic Leadership in Higher Education Institutions” under AICTE MARGDARSHAN Organised by Internal Quality Assurance Cell (IQAC) and Department of Business Management, VRSEC on 18<sup>th</sup> February , 2022.**
- 4. Participated in One Day National Webinar on “SOCIAL ENTREPRENEURSHIP” by Dr. HARJOTH KAUR, Assistant Professor, Govt. Degree College for Women, Jagtial on 2<sup>nd</sup> November, 2021 organized by IQAC, Anwarul Uloom College of Business Management.**
- 5. Participated in National Webinar on “Research Methodology in Commerce, Management and Social Sciences” on 21<sup>st</sup> and 22<sup>nd</sup> February 2022 Organized by Department of Commerce, TULJARAM CHATURCHAND COLLEGE OF ARTS, SCIENCE & COMMERCE, BARAMATI.**
- 6. Participated in a Webinar on “Financial Empowerment And Career Opportunities In Financial And Securities Market. Organized by National Webinar by Karnataka State Akkamahadevi Women University, Vijayapura In Collaboration with ASSOCIATION OF MUTUAL FUNDS OF INDIA (AMFI) On 11<sup>th</sup> July, 2023.**
- 7. Attended a Workshop on Statistical Data Analysis using SPSS , Organized by Department of Statistics & Department of Economics, Shree Tammannappa Chikkodi, Arts & Commerce College & Research Centre Banhatti.**

#### **Paper Presented :**

- 1. Presented paper on “Adoption of Technology in Online Food Delivery Service-A Case of Zomato”. In International Journal of Advance and Applied Research. Vol.4 No.20 ISSN- 2347-7075, Impact Factor-7.328 May-June 2023.**
- 2. Presented Paper on “Intellectual Property & Its Impact On Tourism & Hospitality in India”. In One Day National Seminar on INTELLECTUAL PROPERTY RIGHTS WITH FOCUS ON BUSINESS, TRADE AND INDUSTRY on 25<sup>th</sup> August 2022 organized by Department of Economics, Political Science and Commerce, STC Arts, Commerce, B.Sc College, P.G.& Research Centre, Banahatti, Karnataka.**
- 3. Presented paper on “ Contribution of Tourism and Hospitality to GDP” in the Two Days National Seminar on “VISION INDIA-2025 towards \$5 Trillion Economy : Opportunities and Challenges, sponsored by Indian Council of Social Science Research (ICSSR), Southern Regional Centre (SRC),( Ministry of Education, Government of India), Hyderabad, Telangana. On 27<sup>th</sup> and 28<sup>th</sup> June 2024, Organized by PG and Research Department of Commerce, St. Joseph’s College, Tiruchirapalli, Tamil Nadu, South India.**

#### **Paper Published :**

- 1. Article entitled “ SERVICE MARKETING MIX AND CUSTOMER SATISFACTION OF SELECTED STAR HOTEL IN VIJAYAPURA CITY”. Published in Education and Society , UGC Care Approved, Group I, Peer Reviewed, Bilingual, Multi-disciplinary Referred Journal. Vol. 47, Issue 02, No.7 ISSN 2278-6864 with If=6.718 April-June 2023.**
- 2. Article entitled “Adoption of Technology in Online Food Delivery Service-A Case of Zomato”. In International Journal of Advance and Applied Research. Vol.4 No.20 ISSN- 2347-7075, Impact Factor-7.328 May-June 2023.**
- 3. Article entitled “ A study on service marketing mix related aspects with specific reference to star hotels in Indian context-A theoretical assimilation. Young Research Association in International Journal of Advance And Applied Research. ISSN 2347-7075 Impact Factor 7.328, Vol. 4 Issue-16 March –April 2023.**
- 4. Article entitled “ A significant study on the current scenario of internet marketing among MSME ( Micro Small and Medium Enterprises) sector in the Indian Context . in**

**Journal of Research And Development , A Multidisciplinary International Level Referred Journal . ISSN 2230-9578, Impact Factor: 7.265, Vol. 15 Issue : 13 , May 2023.**

- 5. Article entitled “ A BRIEF OVERVIEW OF THE ADOPTION OF TECHNOLOGY IN HOSPITALITY AND TOURISM INDUSTRY.” Published in Research in Multidisciplinary Aspects. ISBN -978-81-973610-8-1 First Edition-2024.**
  
- 6. Article entitled “ Contribution of Tourism and Hospitality to GDP” in the Two Days National Seminar on “VISION INDIA-2025 towards \$5 Trillion Economy : Opportunities and Challenges, sponsored by Indian Council of Social Science Research (ICSSR), Southern Regional Centre (SRC),( Ministry of Education, Government of India), Hyderabad, Telangana. On 27<sup>th</sup> and 28<sup>th</sup> June 2024, Organized by PG and Research Department of Commerce, St. Joseph’s College, Tiruchirapalli, Tamil Nadu, South India.**

#### **Books Published**

- 1) Foundation of Research: Methodology, Ethics and Philosophy –ISBN 978-93-47597**

#### **WORK EXPERIENCE:**

- **Worked In DNA Entertainment Networks PVT. Ltd , Bangalore . (HR)**
- **Delivered lectures as a guest Faculty at Bhagavantappa Sakharam Pawar Pre-University College, Golasangi .**
- **Served as Assistant Professor at SECAB Business School, SIET Vijayapura during the academic year 2025-26.**

#### **COMPUTER PROFICIENCY:**

**MS Office (Word, Excel, PowerPoint), Internet and Social Networking.**

#### **EXTRA CURRICULAR ACTIVITIES:**

- **Social Worker**
- **Participation in Cultural Activities**
- **Organizing Academic Programmes, Event Management,**
- **Conducting Online Classes**
- **College Projects Assistance .**

**Awards and Achievements :**

- 1) Honored with the National Level Best Teacher Award by Belaku Trust, Bangalore(2025) for excellence in teaching and academic leadership.
- 2) Conferred the National level “Kayaka Kanmani” Award at Belaku Sammelana, Richur.
- 3) Appointed as Karnataka State Women Secretary (2025).
- 4) Recipient of the Social Service Award.
- 5) Founder & Advisory Committee Member, Antaryami Foundation, Belagavi.

**PERSONAL DETAILS:**

**Date of Birth : 14<sup>th</sup> July-1993**

**Mother Tongue : Kannada**

**Fluent in : Kannada, English and Hindi**

**Hobbies : Painting, capturing the pictures, singing, building networks, surfing on net , graphic design.**

**I hereby declare that all the particulars stated above are true to the best of my knowledge and belief.**

**Yours Faithfully**

**Priyanka Banasode**

