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**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
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**DEPARTMENT OF MANAGEMENT STUDIES**

<b>Faculty Name</b>	V.VIDYASHREE	
<b>Designation</b>	ASSISTANT PROFESSOR	
<b>Educational Qualification</b>	BCIS, MBA-RSCM, UGC NET, (PHD)	
<b>Experience in Years</b>	3 YEARS	
<b>Areas of Interest</b>	GENERAL MANAGEMENT, MARKETING, HR AND SUPPLY CHAIN MANAGEMNT	
<b>E-mail</b>	<a href="mailto:Vidyashree.v@kssem.edu.in">Vidyashree.v@kssem.edu.in</a>	

**Educational Details**

<b>Examination /Degree</b>	<b>College / University</b>	<b>Year of Passing</b>
UG	Bachelor of Computers and information systems from Al Yamamah University, Riyadh, Kingdom of Saudi Arabia	2017
PG	Master of Business Administration in Retail and Supply chain management from B N Bahadur institute of Management Sciences, University of Mysore	2019
PhD	B N Bahadur institute of Management Sciences, University of Mysore (Ongoing thesis writing )	2021- Ongoing

**Publications**

**Journal Publications:**

- A Comparative Study between Samsung and Apple Smart Phones-Saudi Arabian Women Student's Preference" with Dr. G.S.Vijaya in International Journal of Advanced Engineering, Management and Science (IJAEMS), Vol-2, Issue-10, Oct- 2016, Infogain Publication, ISSN: 2454-1311
- "Effectiveness of Total Quality Management in Saudi Arabian Manufacturing Organizations" in "Think India Journal", ISSN: 0971-1260, Volume 22, Issue-14, December 2019
- "Effectiveness of Robotic Technology in Manufacturing Organizations-Managerial Perspective" in " Dogo Rangsang Research Journal ", ISSN: 2347-7180, Volume 10, Issue-06 , No. 5, June 2020
- Research paper entitled " Challenges Faced by rural Entrepreneurs " in International Journal of Scientific Research in Science, Engineering, and technology IJSRSET, Volume 5, Issue 11
- "Effectiveness of E-wallet in Online Transactions " -2<sup>ND</sup> International Conference on current trends in Multidisciplinary Research organized by Indian Academicians and Researchers Association on 17<sup>th</sup> July 2022

**Conference Papers Presented :**

1. “Effectiveness of Total Quality Management in Saudi Arabian Manufacturing Organizations” with Dr. G.S.Vijaya in the 4th International Conference on Recent Trends and developments in Management ,Technology and Social Sciences organized by Indian Academicians and Researchers Association held at Guwahati on 16th October 2019
2. “Effectiveness of E–wallet in Online Transactions “ 16th & 17th march 2018, at B N Bahadur Institute of Management Sciences, University of Mysore in the National Conference on Digital Revolution and Management

**Awards**

NIL

**Other Accomplishment**

1. UGC NET cleared for Assistant Professor – June 2019
2. Gold Medallist, 1<sup>st</sup> Rank in MBA for the University of Mysore – 2019 batch
3. Gold Medallist, 1<sup>st</sup> rank for Al yamamah university in Engineering (Summa Cum Laude Honors ) – 2017 Batch

**Research Guidance**

NA

**Professional Membership**

QCFI – Life Member

IARA - MEMBER

**Contact Details**

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