

Faculty Profile



Dr DIVYAL
M.COM, NET, PhD
ASSISTANT PROFESSOR
Exp : 8 Years

Qualification

Programme	Specialization	Institution/University
M.COM,	TAXATION, Marketing Management.	MYSORE
NET	-	UGC
Ph.D	Marketing Management	MYSORE

Articles in journals

Sl.No	Title	Name of Journal	Date and year of Publication
1	A study of students Preference and Brand loyalty towards Idea Cellular in Mysore City”	Indian Journal of Commerce and Management Studies ,	SEPTEMBER 2014
2	“Service quality of cellular services: A case study”	International Journal of Multidisciplinary Research and Development,	NOVEMBER 2015

3	“Service quality, Customer satisfaction and Loyalty: A study of AIRTEL service provider”	International journal of research in Computer Application and Management,	JANUARY 2016
4	“A study of Cellular Subscribers Satisfaction at Nanjangud Taluk” -	“International Journal of Scientific Research and Management,	JULY 2017
5	“A STUDY OF CELLULAR SERVICES SELECTION CRITERIA IN H D KOTE TALUK”	Excel India Publisher	January 2018

Seminars/Conferences/Symposium/Workshops

Sl.No	Name of the Conference /Seminar /Symposium/Workshop	Type of Program	Role	Venue
1	“Choice Based Credit System”	State Level Workshop,	Delegate	UGC sponsored at JSS college of Arts, Commerce and Science, Ooty road, Mysore.
2	“Orientation Programme”		Delegate	JSS college of Arts, Commerce & Science, Ooty road, Mysore.
3	“One day workshop on Cyber System”		Delegate	PG department of social work and department of Computer Science, JSS college of Arts, Commerce and Science, Ooty road, Mysore.
4	“Moving towards e-Education using Open Source Software” – Attended		Delegate	UGC Sponsered two day state level workshop, conducted by the Department of Library in co-operation with the IT for change, Bengluru, organized by ST.Philomena’s College (Autonomous), Bannimantap, Mysore – 570015.
5	“Research data analysis using SPSS 16.0”		Delegate	computer center, University of Mysore Manassagangotri, Mysore – 570006.
6	“Insurance service in India – Trends & Challenges” -	State level seminar	Delegate	UGC sponsored at JSS college of Arts, Commerce and Science, Ooty road, Mysore – 25, organized by the Department of commerce in Association with Mysore Insurance Institute.
7	“Application of SPSS in Research Data Analysis”	National level	Delegate	SBRR Mahajana First Grade College, Research Cell in

		workshop		collaboration with PG Department of Statistics university of Mysore, Mysuru Jayalakshampur, Mysore 570012
8	“Data mining and knowledge Discovery” (DMKD-2014)”-	State level seminar	Delegate	UGC Sponsored organized by Department of Computer Science in association with CSI, Mysore at JSS college of Arts, Commerce and Science, Ooty road, Mysore.
9	“Workshop on Questionnaire Design and Analysis”	workshop	Delegate	Under the series ‘Publish or Perish’ held at St.Philomena’s College, Mysore.
10	“Research Methodology and Data Analysis”	Two-days National level workshop	Delegate	UGC sponsored at post-graduate department of Commerce, Teresian College, Mysore – 570011.
11	”Competence Building Initiatives”	Orientation programme,	Delegate	UGC assisted Organized by JSS college for Women (Autonomous), Saraswathipuram, Mysore- 570009.
12	“Promotion of Research in Colleges”		Delegate	organized by JSS college of Arts, Commerce and Science, Ooty road, Mysuru.
13	“Teaching and learning in the 21 st century – student centric approach”	orientation programme	Delegate	organized by JSS college of Arts, Commerce and Science, Ooty road, Mysuru
14	“Insurance Education in India: Challenges and Opportunities”	National seminar	Delegate	Department of studies in Commerce, University of Mysore, Manasagangotri, Mysuru, in association with Mysore Insurance Institute, Mysuru at BIMS Auditorium, Manasagangotri, Mysuru.
15	“Using Blended MOOCs in Management Education”	Faculty development program	Delegate	Indian Institute of Management Bangalore
16	Marketing in the Next Decade.	International Research Conference	Presentatio n	Organized by S P Mandali’s Prin L N welingkar Institute of Management Development and Research (We School, Bangalore).

PhD Thesis

Sl. No.	Title	Guide	Institution	Month Year
1	A Study of Service Quality in	Prof.B H Suresh DOS in	Mysore university DOS in Commerce, Manasa	NOV- 2017

	Telecommunication sector in Mysore District	Commerce, Manasa Ganagotri, Mysore	Ganagotri, Mysore	
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