


**FACULTY PROFILE**

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|----------------------------------|---|
| <b>Name</b>                      | <b>Mr. Maltesh S Kulkarni</b>             |
| <b>Employee ID</b>               | AIET/T066                                 |
| <b>Designation</b>               | Assistant .Professor                      |
| <b>Educational Qualification</b> | MBA., M.Com., M.A.                        |
| <b>Area of Specialization</b>    | Marketing                                 |
| <b>Department</b>                | MBA                                       |
| <b>Date of Joining to AIET</b>   | 18/2/2025                                 |
| <b>Total Experience in years</b> | Teaching :12 years<br>Industry :11 months |
| <b>E-mail</b>                    | maltesh96@gmail.com                       |

**Details of Educational Qualification**

| <b>Degree</b> | <b>Specialization</b> | <b>Passed out year</b> | <b>University</b>                      |
|---------------|-----------------------|------------------------|--|
| MBA           | Marketing             | 2012                   | Visvesvaraya Technological University, |
| M.Com         | Finance/Marketing     | 2019                   | Annamali University                    |
| M.A.          | Economics             | 2018                   | Kuvempu University                     |
| BBA           | Marketing             | 2010                   | Kuvempu University                     |

### Papers Published in Journals

| Sl No | Title of the paper   | Year of Publication | Journal Name  | DOI |
|-------|--|---------------------|---|-----|
| 1     | Consumer Attitude Towards Green Marketing Strategies and Products Insights And Implication For Business          | 2024                | Impacting growth by “Nurturing innovations Through Technology”        | -   |
| 2     | An Analysis of Non Performing Assets In Indian Banking System  | 2025                | Global economic turmoil: transformation and business recovery process | -   |
| 3     | A Conceptual Study on the Impact of Demonetization on Major Parameters   | 2025                | Journal of “Power system Technology”                                  | -   |
| 4     | The Interplay of Green Finance and Environmental Innovation in Advancing Sustainable Development                 | 2025                | Journal of Environmental Sciences                                     | -   |
| 5     | The Impact of Artificial Intelligence on Students’ Learning Process  | 2025                | The Journal of Science Research International                         | -   |
| 6     | Digital Marketing Strategies and Consumer Engagement in Organic Agro Products: An Empirical Study from Bengaluru | 2025                | The Journal of Informatics Education and Research                     | -   |
| 7     | A Study on Understanding Challenges, Opportunities, and Recent Trends in Rural India                             | 2025                | The Contemporary Interdisciplinary Research Thrust Journal            | -   |

### Book Chapter Published

| Sl No | Title of the paper   | Year of Publication | Journal Name                               | ISBN               |
|-------|--|---------------------|--|--------------------|
| 1     | Consumer Attitude Towards Green Marketing Strategies and Products Insights And Implication For Business                                  | 2024                | “Nurturing innovations Through Technology” | 978-81-19337-86-6  |
| 2     | The Role of Artificial Intelligence in Shaping Social Media: A Study of Its Advantages, Drawbacks, and Ethical Concerns                  | 2025                | DSBA Journal of Research in Management,    | 2394-8787          |
| 3     | Sustainable HRM through People Analytics: Opportunities, Challenges, and Future Prospects” in the SDM Journal of Research and Management | 2025                | The SDM Journal of Research and Management | 978-93-83302-82-6, |

## Papers Presented in Conferences

| Sl No | Title of the paper   | Name of the Conference  | Date of Conference | Place of conference                                |
|-------|--|---|--------------------|--|
| 1     | Higher Education in India: Challenges and Opportunities  | National Conference on Emerging Trends in Higher Education in India: Challenges and Opportunities                                   | 15/11/2019         | PES Institute of Technology and Management Shimoga |
| 2     | A Comparative Study of Digital Payment Systems in India: Volume and Value Transactions Analysis          | International Conference on Trends and Analysis of Payment Systems in India: Volume and Value Perspectives                          | 9/6/ 2023          | VTU Belgam   |
| 3     | Effects of Digital marketing in present in Modern Marketing system                                       | National conference Reimagining Marketing: The Effects of Digitalization in Modern Marketing Systems                                | 21/1/2023          | Edurite college Shimoga                            |
| 4     | Consumer Attitude Towards Green Marketing Strategies and Products Insights And Implication For Business  | National Conference on Consumer Attitude Towards Marketing Strategies and Products: and Insights for Sustainable Business Practices | 24/6/2023          | New horizon college Bangalore                      |
| 5     | Analysis of Gross Advances from performing assets and recovery in Indian scheduled commercial Banks      | International conference On emerging trends and opportunities in banking systems  | 9/12/2023          | JNNCE Shimogga                                     |
| 6     | An Analysis of Non Performing Assets In Indian Banking System  | International conference of global economic turmoil: transformation and business recovery process                                   | 21/12/ 2024        | NIITE Meenakshi Institute of Technology Bangalore  |
| 7     | The Role of Artificial Intelligence in Shaping Social Media: Advantages, Drawbacks, and Ethical Concerns | National Conference on Transforming Management Education in the Digital World and Inclusive Rights,                                 | 19/6/2025          | Dayananda Sagar College, Bengalore                 |
| 8     | Invisible Inequalities: Examining Gender Bias and Challenges Faced by Men in the Workplace               | National Conference, Invisible Inequalities: Redefining Gender Roles and Workplace Equity Summit                                    | 27/11/ 2025        | Dayananda Sagar University, Bengaluru              |
| 9     | Sustainable HRM through People Analytics: Opportunities, Challenges, and Future Prospects                | 10th International Economics Conference on Economic Growth and Sustainable Development: Emerging Trends',                           | 28 /11/2025        | SDM Institute for Management Development Mysuru,   |

**Book Published**

| <b>SI No</b> | <b>Title of the book</b> | <b>Year of Publication</b> | <b>Published by</b>        | <b>ISBN</b>       |
|--------------|--------------------------|----------------------------|----------------------------|-------------------|
| 1            | “Marketing Management”   | 2025                       | Book Saga Publishing House | 978-93-6726-913-8 |

**IPRs/ Patents**

| <b>SI No</b> | <b>Title of the IPRs/ Patents</b>  | <b>Year of Publication</b> | <b>IPRs/ Patents number</b>         |
|--------------|--|----------------------------|-------------------------------------|
| 1            | AI Powered chat boats systems for personalized digital marketing campaigns | 2025                       | 202541089064<br>TEMP/E-1/99103/2025 |

**Past positions**

| <b>SI No</b> | <b>Designation</b>  | <b>Organisation</b>                 | <b>Period</b> |           |
|--------------|---------------------|-------------------------------------|---------------|-----------|
|              |                     |                                     | <b>From</b>   | <b>To</b> |
| 1            | Assistant Professor | KLE College, Hubli                  | 12/5/2023     | 15/2/2025 |
| 2            | Lecturer            | Edurite College Shimogga            | 6/5/2019      | 9/5/2023  |
| 3            | Lecturer            | Charan degree College Bangalore     | 17/5/2017     | 29/5/2019 |
| 4            | Lecturer            | Vinayak Independent College Shimoga | 3/2/2014      | 8/6/2017  |