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GM UNIVERSITY

P. B. Road, Davanagere – 577 006 KARNATAKA | INDIA

GMU - Faculty & Staff Profile Templet



Contact

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Websites

https://scholar.google.com/citations?view_op=new_profile&hl=en

Dr. Shreeshaila P Vijayapur

Assistant Professor in MBA

Faculty

GM School of Business

School / Program

Master of Business Administration

Faculty Introduction

Dr. Shreeshaila P. Vijayapur is a statistician by training and a faculty member specializing in marketing, research methodology, and data-driven decision-making. He currently serves as Assistant Professor in the School of Management at GM University. His teaching areas include Marketing Management, B2B Marketing, Research Methodology, Business Statistics, Operations Research. His research interests focus on Sustainable Insurance, ESG practices, and Sustainable Development Goals (SDG 2030). He has presented and published several papers in national and international conferences and journals and is actively involved in guiding MBA students on research-based projects.

Qualifications

Ph.D. (Financial Management)

Davanagere University, Davanagere, 2024

PGDAST (Applied Statistics)

IGNOU, Delhi, 2020

MBA. (Marketing Management)

VTU – Belagavi, Karnataka, 2012

BE (Mechanical)

VTU - Belagavi, Karnataka, 2008

Experience

Teaching

- 10 Years at Jain Institute of Technology, Davanagere
- 2.5 Year and Continuing at GM University

Industry



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- 2 Years at Integrated Electric Company, Bengaluru as a Design Engineer
- 6 Months as a Management Trainee at Aradhya Steel Pvt Ltd. Davangere

Research

- Sustainable Insurance
- Services Marketing
- Agricultural Marketing

Training Program Attended

- Two day Leadership Training Program organised by Intellect Design Fintech Company, Chennai, 2025

Research Interest

- Sustainable Insurance and ESG Integration
- Sustainable Development Goals (SDG 2030)
- Marketing Analytics and Consumer Behavior in Financial Services

Awards & Achievements

- Best Research Paper – Bapuji B Schools.

Publication / Patents

- Ph.D. Dissertation:
Sustainable Insurance Contribution towards reaching SDG 2030: A Study with reference to stakeholders of Karnataka
- National Conference Papers:
 - “Corporate Social responsibility: A Study in relation with Brand equity” in the National Level Conference on “Recent Trends in Economy, Business and Management”, organised by Kousali Institute of Management Studies, Karnataka University, Dharwad held on 21st and 22nd June 2022
 - “Empirical Study on Impact of Digi marketing on the Purchase of Insurance Products” in the National Level Conference on INDUSTRY 4.0: AN INTERVENTION ON EDUTECH. organised by Institute of Management Studies, Davanagere University, Davangere on 20.09.22 & 21.09.22
- HRM 4.0 IN INDIA: CHALLENGES AND OPPORTUNITIES IN MODERN HR PRACTICES”, GBS IMPACT, Vol 10, Issue-02, December 2024, ISSN: 2454-8545
- International Conference Papers”



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- Presented a paper on “ A study on the Impact of Perception on Customer intention to adopt and use Sustainable Insurance” in Second international on Modelling and Forecasting Flobal Economic issues 2024 organised by TIEN GIANG UNIVERSITY, Vietnam

Professional Membership

- NA

Awards & Recognitions

- Best Faculty
- Best Research Scholar

Administrative Responsibilities

- Academic Coordinator
- ERP Coordinator

Workshops / FDPs / Seminars Attended

- Attended One Day Webinar session of National Stock Exchange on 27th Aug 2020, organised by IMS, Davangere University.
- Attended One day Workshop on “Importance and subject matters of Intellectual Property Rights” In association with Karnataka State Council for Science and Technology (KSCST) IP Cell, Indian Institute of Science Campus, Bengaluru, organised by Davangere University on 14th October 2020.
- Attended one day FDP Programme on “How to Write Technical Paper” organised by Research Development and Consultancy Cell, Bapuji B-Schools, Davangere on 10th November 2020.
- Attended one-week International Level Management Lecture Series from 19th November 2020 to 25th November 2020 organised by Government First Grade College, Bettampady, Dakshina Kannada, Karnataka.
- Attended Webinar on “Research Solution to Davangere University” In association with EBSCO Information Services India Private Limited, New Delhi Dated 10th December 2020.



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- Attended International Workshop on “Research Paper and Report Writing” on 15th & 16th December 2020 organised by Vidya Vardhaka College of Engineering, Mysuru.
- Attended online Workshop on Course objectives, program objectives, and program specific objectives hosted by Davanagere University on 9th December 2020.
- Attended one day Workshop on Copyright & Trademarks organised by Institute of Management Studies days in association with Internal Quality Assurance Cell Davanagere University on 09-12-2020.
- Attended Five Days online FDP on Structural Equation Modeling through SPSS organised by CMS Business School in collaboration with Institute of Analytics (UK) & Arab Open University (Oman), from 14th Dec 2020 to 18th Dec 2020. National

Projects Guided

- Guided Students Projects

Funded Projects / Grants Received

- Mentored Student teams for KSCST Funded Research Projects from 2023 to 2025

Any Other Contributions