

## FACULTY PROFILE FORMAT

**Full Name:** Dr. Malar Velze M

**Qualification:** M.A. (Economics), MBA (Finance), KSET, Ph.D.

**Designation:** Associate Professor & Head, Department of Business Administration (UG)

**Experience:** 16+ Years (Teaching, Research & Academic Administration)



### About the Faculty

Dr. Malar Velze M is an academician and economist with over 16 years of experience in teaching, research, and academic administration. She currently serves as the Associate Professor and Head of the Department of Business Administration (BBA & BBA Aviation) at Soundarya Institute of Management and Science, Bengaluru. Her specialization lies in Economics and Management, with expertise in managerial economics, organizational behaviour, human resource management, marketing, consumer behaviour, and business ethics.

Her research interests focus on green economy, sustainable development, consumer behaviour, and sustainable business practices. She actively contributes to Outcome-Based Education (OBE), curriculum design, and institutional quality assurance aligned with NAAC standards. She has authored books, book chapters, research papers, and holds a granted patent in productivity systems.

### Publications

**Velze, M. M. (2024). *Win in silence: Epiphany of Indian startups*.**

**Velze, M. M. (2025). Economics and IKS: A pathway to sustainable education. In *Edited book chapter*.**

**Velze, M. M. (2025). Perceived employee emotional intelligence on customer satisfaction and loyalty: A holistic approach. *Economics Science*, ISSN 1505-4683.**

**Velze, M. M. (2022). Green economy and sustainable development. *Journal Publication*, ISSN 2320-3714.**

**Velze, M. M. (2021). Assessment of green growth, its interventions, and sustainable development in Karnataka. *Journal Publication*, ISSN 2320-3714.**

**Velze, M. M. (2023). Study of sustainable and green manufacturing and its influence on socio-economic and environmental prospectus. In *Proceedings of the International Conference on Industry 4.0: Optimizing Operations and Shaping the Future of Business*.**

**Velze, M. M. (2025). Effectiveness of the green economy towards a sustainable environment. In *Proceedings of the International Virtual Conference on NEP-2020 and Innovation in Multi-Disciplinary Studies*.**

**Velze, M. M. (2018). Journey of sex education for adolescents in India amid cultural barriers.**

**Velze, M. M. (2015). Social entrepreneurship: A case study at Shakti Masala, Erode.**

### Other Achievements

#### Other Achievements

- **Patent Granted:** An Innovative Time Management System for Increased Productivity (2023)
- **Patent Applied:** Green Start-ups as a Path towards Sustainable Development (2026)
- **Certifications:** NISM – Social Stock Exchange Listing; Scopus Academy – Basic & Advanced Search; HP Foundation – Design Thinking, Customer Experience & Effective Presentations; Open University – Interpersonal Skills & Entrepreneurship; Cambridge EMI Skills; KSET.

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### Social & Academic Profile Links

- LinkedIn Profile: <https://www.linkedin.com/in/malarvelze/>
- Google Scholar Profile:
- ResearchGate Profile:
- ORCID ID (if available):