



MRS. SAVITHA H S

M.Com., NET, KSET (Ph.D. Pursuing)

Assistant Professor, Department of Commerce

Experience: 9 Years

Faculty Profile

Mrs. Savitha H. S. is an accomplished academician and educator, currently serving as an Assistant Professor at Soundarya Institute of Management and Science. With nine years of teaching experience, she has consistently contributed to undergraduate education, particularly for B.Com and BBA programs, where she is known for her student-centric approach and strong conceptual clarity.

Her academic interests span Accounts, Finance, and Entrepreneurship, with a special focus on integrating theory with practical and contemporary business perspectives. Mrs. Savitha H. S. is presently pursuing her Ph.D. at Tumkur University, where her research work aligns with emerging issues in management and commerce.

Research & Publications

- Savitha, H. S., & Srinivasa Murthy, M. D. (2025). *Perception of youth towards entrepreneurship: An empirical study in Tumakuru district of Karnataka. The Academic*, 3(4). <https://www.theacademic.in>
- Savitha H. S., & Srinivasa Murthy M. D. (2025). *Quantifying the seasonal marketing impact on Walmart's sales: A causal time-series approach with treatment effects. International Journal on Science and Technology*, 16(2). <https://doi.org/10.71097/IJSAT.v16.i2.6542>
- Savitha, H. S., & Srinivasa Murthy, M. D. (2025). *Challenges and opportunities in Indian new start-ups and MSMEs. The Academic*, 3(3), 248. <https://www.theacademic.in>
- Conference:** Presented a paper on "MSMEs as agents of inclusive entrepreneurship in India" at the National Conference "3 I Engine: Driving India's Journey to a \$5 Trillion Economy", Department of Commerce and Management, Tumkur University, 17th Sep 2015.
- FDPs / Workshops Attended: 2.

Contact & Academic Profiles

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