

CURRICULUM VITAE



Name : *DR. ALOYSIUS HENRY SEQUEIRA*

Designation : **PROFESSOR**

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TECHNOLOGY KARNATAKA,
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ACADEMIC BACKGROUND

- ***Doctor of Philosophy (Ph.D.), (2002)***
MYSORE UNIVERSITY, MYSORE
- ***Master of Technology (M.Tech) - Industrial Management, (1990).***
INDIAN INSTITUTE OF TECHNOLOGY, BOMBAY (IIT-B)
- ***Bachelor of Engineering (B.E.) - Electrical Power, (1980).***
MYSORE UNIVERSITY, MYSORE
- ***Diploma in Training and Development (Dip.T.D), (1989).***
INDIAN SOCIETY FOR TRAINING & DEVELOPMENT, NEW DELHI

PROFESSIONAL CAREER

- **Professor** in School of Management (erstwhile Department of Humanities, Social Sciences and Management), NITK, Surathkal (since November 2007 until date)
- **Head of** Department of Humanities, Social Sciences and Management from 1994-2008 and **Head-School of Management** from 2014-16 - total 16 years
- **Professional Experience** of 37 years as a ***Teacher, Researcher*** and ***Administrator.***
- **Previous Posts held** : Registrar , Director NITK-STEP , Head of Department , Assistant Professor , Project Officer-NTMIS , Lecturer , Teacher Trainee .

IMPORTANT POSITIONS HELD & BEING HELD OUTSIDE INSTITUTE

- Expert Member- NBA, AICTE, ASRB; Member: Governing Body, Governing Council, Management Committee, Academic Council, Faculty/staff Selection Committee, Senate, Doctoral Advisory Board, Board of Examiners, Board of

Studies, Paper Reviewer , Academic auditor & Ph.D. Referee - in various reputed Institutions & Universities.

PUBLICATIONS

Journal: International - 21 National -28

Papers Presented: International Conferences-18, National conferences-22 ,

Workshops-11 and Seminars-15

Chapters Contributed in Books -10

(Details in Annexure).

RESEARCH GUIDANCE:

Supervised TEN (11) Research Scholars successfully for award of Ph.D.

- 1. *Sambatur Sridhar*: An Exploratory Study on Teaching Effectiveness and Research Productivity in Higher Technical Education institutions in India, (Awarded 2008-NITK, Surathkal).**
- 2. *Ramaswami Venkatesh*: A Study on Ethnic Population and Product Choices with Reference to Indian Settlers in Middle East Asia, (Awarded 2009-NITK, Surathkal).**
- 3. *Narayan Kayarkatte* : Impact of Voluntary Retirement Scheme (VRS 2000) on the Employee Beneficiaries of Public Sector Banks, (Awarded 2010-NITK, Surathkal).**
- 4. *Sunil Cyprian D'Souza*: A Study on Service Quality and Performance in Healthcare Organizations, (Awarded 2012- -NITK, Surathkal) .**

5. **Seema Shenoy** : Strategic Alternatives for Enabling Supermarket Retailers in India Attain Competitive Advantage, (Co-Guide : Dr. K. Devaraj)
(Awarded 2012-NITK, Surathkal -)
 6. **Bijuna Mohan**: Brand Equity for Leveraging Business Performance of Fast Moving Consumer Goods (FMCG) Companies,
(Awarded 2013- -NITK, Surathkal).
 7. **Rashmi Uchil** : Assessment of the Relationship between Organizational Culture, Identification and Commitment in the context of Mergers,
(Awarded 2013--NITK, Surathkal).
 8. **Raghunadhan T.:** Strategic Management in Centrally Funded Technical Institutions in India (Awarded 2014- -NITK, Surathkal).
 9. **Manohar Vincent Serrao** : Impact of Financial Inclusion Policy- A Study on the Socio-Economic Status of Rural and Urban Households
(Co-Guide: Dr K.V.M Varambally) (Awarded 2014 - Manipal University).
 10. **Krishna Kishore S.V:** A Study on Adoption of Branchless Banking Service in Rural Areas with Special Reference to Mobile Banking Service (Awarded 2015- -NITK, Surathkal).
 11. **Claret P. E. Mendonca** : Women Entrepreneurs in Small and Medium Enterprises and their Access to Finance(Awarded 2017-NITK, Surathkal).
- Two Research Scholars are currently pursuing PhD.

POST GRADUATE PROJECTS GUIDANCE

Guided 39 Post Graduate major projects belonging to MBA, M.Tech, MCA, Dip.T.D and M.Phil. Programs.

RESEARCH PROJECTS

Successfully completed sponsored research projects of MHRD/AICTE/ ICSSR – CPRHE –NUEPA/BCD, New Delhi:

- Two Projects Under Thrust Area - Chief Coordinator,
- Two Projects Under Research & Development as Co-Coordinator,
- One Project Sponsored by the British Council Division under UK-India REC Project in Area of Educational Technology.

RESEARCH AWARD

- Dr. Sunil D'Souza and Professor A.H. Sequeria has won the 'best competitive paper award' for their outstanding research work on "Inclusive growth in Enhancing healthcare service quality", 18 December, 2015 by the jury of International management research academy, London and Indian Institute of Management, Bangalore ,at Indian Institute of Management- Bangalore.
- Claret Mendonca and Professor A.H. Sequeria , 'Award for Outstanding Research Paper ' titled "*Women Entrepreneurship for Economic Growth and Development : A Framework*" , presented at the International Research Conference at Jamnalal Bajaj Institute of Management Studies , Mumbai ,on 6th and 7th March , 2014.
- Dr. Sunil D'Souza and Professor A.H. Sequeria , ANVESHANA 2012 – Research Paper Contest award for the paper titled, "*Development of Grounded Theory towards the Measurement of Patient Service Quality in Healthcare Organisations*" organized by PEST, Bangalore , 2012.

PAPER REVIEWER / EDITORIAL BOARD MEMBER:

- *SAGE Open* Peer- reviewed, open access publication from SAGE, 2014.
- *Business Ethics and Leadership (BEL)*-Open Access Journal of ARMG Publishing, Ukraine.

- *Journal of Management and Sustainability (JMS)* -An International, double-blind peer-reviewed, open-access journal for academics and practitioners of sustainable management- Published by the Canadian Center of Science and Education.
- *International Journal of Business and Management* -An International, double-blind peer-reviewed, open-access journal for academics and practitioners of management- Published by the Canadian Center of Science and Education.
- Member of Editorial Board "*Amity Journal of Management Research*"- An International, Biannual, Refereed Journal of Management Research
- Member Editorial Board "TATVA"- The Journal of Management Scholars, Refereed Journal of KLS IMER.
- International Online Conference on Business and Management: IOCBM 2009 & IOCBM 2011.
- 14th World Multi-Conference on Systemics, Cybernetics and Informatics: WMSCI 2010.
- HP Innovate 2009, All India Undergraduates Engineering student's technical paper contest.

COURSES TAUGHT:

List of Courses taught to UG and PG students of various programs: Ph.D., M.B.A, M.C.A, M.Tech. & B.Tech. as on date :

- International Human Resource Management
- Principles and Practices of Management
- Research Methodology
- Business Research
- Marketing Management
- Human Resource Management

- Management Information System
- Entrepreneurship
- Managerial Economics
- Business Policy
- Organization Behavior
- Strategic Analysis

AWARDS AND RECOGNITION

- *Distinguished Service 25 years Award*, NITK Surathkal , Independence Day, (2011)
- *Distinguished Service Award*, NITK-Alumni Surathkal, Golden Jubilee Year, (2010)
- *Distinguished Alumnus Award, Manipal Institute of Technology, Manipal*, Golden Jubilee Year, (2009).
- *Achievement Award for Contribution to the Society* – Yuvavahini, Surathkal Unit, (2005).

ABROAD ASSIGNMENTS

- Visited USA for research interactions with North Eastern University, Boston and University of Southern California, Los Angeles, June/July 2015.
- Represented Direct Admission of Students Abroad (DASA)-MHRD 2013 at the Gulf Education and Training Exhibition (GETEX 2013) , Dubai ,April 2013 .
- Participated as Resource Faculty for Summer University (SU)2010 at HEIG-VD University, Switzerland, July 4-30, 2010
- Visited Germany as Project Technical Consultant , September , 2001
- Technical Cooperation Program (TCP) Training in U.K. at University of

Huddersfield in the area of Educational Technology under UK-India RECs Project, February- July, 1995.

PUBLICATIONS

International Journals (21)

1. Vijayalakshmi N.S and Sequeira A. H. ,(2017) “The nature of Mother’s employment on nurturing campus persistence among undergraduate students”, *Asian Social Science*, Vol 13 No 6, pp 46-54.
2. Vijayalakshmi N.S and Sequeira A. H. ,(2017) “Campus Adaptations of Engineering Undergraduates by Gender”, *Mediterranean Journal of Social Sciences*, Vol 8 No 3, pp 305-313.
3. Vijayalakshmi N.S and Sequeira A. H. ,(2016) “Institutionalization of Father’s Level of Income on Students Nature of Campus Adaptations”, *International Journal of scientific research and management* ,Vol.4 ,Issue12 , pp 4956-4969.
4. Claret Mendonca and Sequeira A. H. ,(2016) “Policies and Programs of the Government Enabling Women-Owned Small and Medium Enterprises Access to Bank Finance”, *Research Journal of Commerce & Behavioural Science*, Vol.05(12) ,pp. 57-65.
5. Krishna Kishore S.V. and Aloysius Henry Sequeira ,(2016) “An Empirical Investigation on Mobile Banking Service Adoption in Rural Karnataka”, *SAGE Open*, pp 1–21
6. Claret Mendonca and Sequeira A. H. ,(2016) “Institutions, Policies and Programs for Women Entrepreneurs in Small and Medium Enterprises: A Critical Review of the Literature ”, *Research Journal of Social Sciences and Management*, Vol.06(2) ,pp. 57-65.

7. Krishna Kishore S.V. and Aloysius Henry Sequeira ,(2015) "Cracking The Neural Code Of Rural People Regarding Mobile Phone Usage Patterns in Karnataka : A Case Study of Hassan District " , *International Journal of research in Commerce , IT & Management IJRCM*, Vol.5 (01).
8. Vijayalakshmi N.S and Sequeira A. H. ,(2015) "An Assessment Of Factors Influencing Informed Choice Of Discipline In Higher Technical Education", *International Journal of Multidisciplinary Educational Research* , Volume 4, Issue 1(1), pp192-208.
9. Krishna Kishore S.V. and Aloysius Henry Sequeira ,(2014) "An Empirical Observation Of Age Factor's Moderating Role On Mobile Banking Adoption In Rural Karnataka " , *International Journal Of Marketing, Financial Services & Management Research IJMFSMR*, Vol.3 (9).
- 10.Raghunandhan T. and Sequeira A. H. (2014), "A Need Based Approach for Technical Education in India" , *International Journal of Business and Innovation* ,Vol. 1, Issue 3, 43-47.
- 11.Raghunadhan T, Dr. A H Sequeira(2013) ,"Strategic 360 Degree Performance Appraisal Model as a Synergy for Strategic Education Planning in Premier HTIs in India" , *American International Journal of Research in Humanities, Arts and Social Sciences*, Issue 3, Vol. 1, pp. 17-22.
- 12.Raghunandhan T. and Sequeira A. H.(2013), "Strategic Management in Centrally Funded Technical Institutions(CFTIs) in India: A Conceptual Model for Effective

Implementation” , *International Journal of Management Research and Business Strategy* , Vol.2, No.1 , 15-32.

13. Seema S Shenoy, Sequeira A. H. and Devaraj K. (2013) , "The Saga Of Indian Retail Avalanche" , *International Journal of Development Research* , Vol. 3, Issue, 06, pp.026-029 .
14. Bijuna Mohan and Sequeira A.H.,(2012),"Linking customer -based brand equity with business performance-A conceptual framework" , *AMET International Journal of Management* , vol.4, No.2.
15. Bijuna Mohan and Sequeira A.H.(2012), "Customer Based Brand Equity in the Fast Moving Consumer Goods Industry in India" , *The International Journal of Management* , Vol.1, Issue 4, pp1-19.
16. D'Souza Sunil and Sequeira A.H. (2012), “Measuring the Customer-Perceived Service Quality in Health Care Organization: A Case Study” , *Journal of Health Management*, 14(1) .pp 27–41.
17. Seema S Shenoy, A. H Sequeira and Devaraj k, (2012). “Service Quality oriented customer-centric Retail Strategy for Indian Supermarket Retailers” ,*International Journal of Marketing and Business Communication*, Vol.1, Issue 1, pp11-17.
18. Seema S Shenoy, A. H Sequeira and Devaraj k, (2011). “A New Paradigm for Supermarket Retailers Based on Customer-Centric Retail Strategic Approach” , *Manager*, No.14- 2011 , pp238-48.
19. D'Souza Sunil and Sequeira A.H. (2011), “Application of MBNQA for Service Quality Management and Performance in Healthcare Organizations” , *International Journal of Engineering, Science and Technology*, Vol 3, No.7, pp.73-88.

- 20.D'Souza Sunil and Sequeira A.H. (2011), "MBNQA – A Strategic Instrument for Measuring Performance in Healthcare Organizations: An Empirical Study", *International Journal of Multidisciplinary Research*, Vol 1, No.4 ., pp 25-29.
- 21.Narayan K. and Sequeira A.H., (2010). "Rationality and Behavioral Influences on Career Decisions- A Study on Voluntary Retirees of PSU Banks", *AIMS International Journal of Management*, Volume IV, No.2.,pp18-24.

National Journals (28)

1. Vijayalakshmi N.S and Sequeira A. H. ,(2017) "The Role Of Mother's Level Of Education Contouring Students Adaptation At Campus", *Indian journal of Applied Research*,Vol.7, Issue 1 , pp762-767 .
2. Bijuna C. Mohan and A.H. Sequeira (2016) "The impact of customer-based brand equity on the operational performance of FMCG companies in India", *IIMB Management Review* , Vol.28, 13–19.
3. Vijayalakshmi N.S and Sequeira A. H. ,(2016) " Campus Adaptations by Age Cohort ", *Man in India*, Volume 96, Issue 5, pp1553-1562.
4. Krishna Kishore and Sequeira A. H. (2015)" Exploring Rural Household's adoption of Self Service Technologies in Banking Industry ", *TATVA* , vol.XII, pp10-17. ISSN 0973-0974.
5. Manohar V. Serrao, Sequeira A. H. and Varambally K.V.M (2013) , "Conceptual Framework to Investigate Accessibility and Impact of Financial Inclusion", *PARIPEX- Indian Journal of Research* ,Vol.2, Issue 2 , pp47-49.

6. Monika Mohanan , Sequeira A. H. and Sentil Kumar M.S.(2013), “Employee Engagement and Motivation : A case Study”, *KHOJ-Journal of Indian Management Research and Practices* ,Vol. III, Issue 03 , pp46-54.
7. Bijuna Mohan and Sequeira A.H., (2013)," Brand equity and business performance: Towards a conceptual framework", *Indian Journal of Marketing*, vol.43, No.2, pp5-10 .
8. Seema S Shenoy, A. H Sequeira and Devaraj k, (2012), “A Conceptual Framework for Customer-Centric Strategic Approach for Competitive Advantage with Specific Reference to Super Market Retailers in India”, *Indian Journal of Marketing*, vol.42, No.3 .pp.46-50.
9. Sunil C. D'Souza and Sequeira A. H. (2012),"Development of Grounded Theory Towards Measurement of Patient Service Quality in Health Care Organizations", *PES Business Review* , vol.7, Issue 2 , pp27-39.
10. Krishna Kishore and Sequeira A. H. (2012)" Exploring Branchless Banking Alternatives in Rural Areas as a Part of Financial Inclusion ", *The SAMS Journal*, vol.6 (2), pp38-46.
11. Bijuna Mohan and Sequeira A.H.,(2012),"Exploring the Interlinkages between Brand Equity and Business Performance – Towards a Conceptual Framework”, *Indian Journal of Marketing*, Vol43 No.2,pp5-10.
12. Sequeira A. H. and Krishna Kishore ,(2012) " Exploring Rural Household’s Adoption of SSTs (Self Service Technologies) with Special Reference to ATMs in Banking Industry", *Vishwakarma Business Review* , Vol: II, Issue: 2, pp9-13.
13. S B Mallur , N L Hiregoudar , A H Sequeira, (2011), “Implementation of TQM Program in North Karnataka Manufacturing SMES”, *SJCET Journal of Engineering and Management*, Vol.4, No.2,pp.7-15

14. Seema S Shenoy, A. H Sequeira and Devaraj k, (2011). "Service Quality: The Corner Stone of Customer-Centric Retail Strategy for Supermarket Retailers in India", *RVIM Journal of Management Research*, Vol.3, Issue 2, pp42-48.
15. S B Mallur, N L Hiregoudar , A H Sequeira, (2011), "The relationship between TQM Practices and Business Excellence in Small and Medium Sized Manufacturing Enterprises of North Karnataka Region" , *SDMIMD Journal of Management*, Vol. 2, No. 1., pp. 18-31
16. Sunil C. D'Souza and Sequeira A. H., (2011). "Information Systems and Quality Management in Healthcare Organization : An Empirical study" , *Journal of Technology Management for Growing Economies*, Volume 2, Number 1 , pp.47-60.
17. D'Souza Sunil and Sequeira A.H., (2010). "MBNQ Criteria and Performance Measurement: Review, Critic and Research Agenda", *PES Business Review*, Volume V, Issue 2, pp23-27.
18. Narayanan K. and Sequeira A.H., (2009). "Voluntary Retirement Scheme 2001- Impact on Employee Productivity", *The Indian Banker*, Volume IV, No.8, P29.
19. Sambatur Sridhar, Sequeira A. H., (2009). "What motivates faculty to Peruse Research Activities", *Gitam Journal of Management*, Vol.7., pp13-20.
20. Sequeira A. H., Latha Krishnan and M.Snehalatha, (2008). "Empowerment of Underprivileged Women through Self-help Groups", *Journal of Community Guidance & Research*, Vol.25, No.1: pp.62-74.
21. D'Souza Sunil and Sequeira A. H., (2008), "Revolutionizing Healthcare Services- Strategic Alternatives", *TATVA*, Vol.V, No.1, pp39-51.

- 22.Sridhar Sambatur , Sequeira A. H., (2007). “Student satisfaction survey in an engineering college in India - A case study”, *Indian Journal of Technical Education* Volume: 30 Issue: 1, pp. 31-39.
- 23.Sridhar Sambatur , Sequeira A. H., (2007). “Content analysis of Mission Statements of Engineering Colleges”, *Management & Change*, Volume: 11 Issue: 1, pp. 1-26.
- 24.Sridhar Sambatur, K. Chandrashekar and Sequeira A. H., (2006), “Value Added indicator For indirect Assessment of Productivity in An Engineering College”, *Perspectives in Education*, Vol. 22, No. 22, pp. 91-97.
- 25.Sridhar Sambatur , Sequeira A. H. , (2006), “What Do Undergraduates Think About Faculty Research - An Exploratory Study in an Engineering College”, *NITK Research Bulletin*, Vol. 15, No.2, pp71-78.
- 26.Sequeira A. H., (2005). “Status of Women In Technical Education and Employment - A Case Study of Karnataka State”, *Indian Journal of Technical Education*, Volume: 28 Issue: 2, pp. 93-96.
27. Sequeira A. H. , (2004), “Issues Related To Developments in The 21st Century With Emphasis on Education”, *Journal of Education*, Vol. XXXII, pp. 29-34.
- 28.Sequeira A. H. , (2001), “Technical Education in Karnataka”, *Journal of The Chamber of Commerce and Industries*, Vol.XXXI, No.8, pp. 25-28.

Working Papers (3)

1. Seema S Shenoy, A. H Sequeira and Devaraj k, (2011). “A conceptual Framework for customer-centric Strategic Approach for Sustainable competitive Advantage with specific Reference to Supermarket Retailers in India” , *Working Papers Series AIMIT*, Vol.1, Issue 2.

2. Sridhar S., Beena Dias and Sequeira A. H., (2010). “Measuring Faculty Productivity -A Conceptual Review” , *Working Papers Series AIMIT* , Vol.1, Issue 1.
3. Sequeira A. H., T.G. Bhandary and Arun Kumar Shetty, (2003), “Education and Employment Prospects for Computer Engineers- A Case Study of Karnataka State”, *NTMIS Bulletin*, Vol.IX, No.3, pp13-20.

BOOK CHAPTERS

Chapters Contributed (10)

1. Krishna Kishore and Sequeira A. H., “Social Capital and Financial Inclusion Through Banking Technology” in Education as A Silver Lining to Quell Social Exclusion , Niruta Publication , Bangalore , 2013
2. Krishna Kishore and Sequeira A. H., “Self-Service Technologies-A Silver Lining for Financial Inclusion” , in Inclusive Growth and Microfinance Access, Excel India Publication, New Delhi , 2013.
3. Manohar V. Serrao and Sequeira A. H., “Role of Financial Inclusion in Rural Transformation-A Need for Multidimensional Approach”, in Rural Transformation and Development Perspectives: Managerial Challenges, Excel India Publishers, New Delhi, 2012.
4. Sunil C. D'Souza and Sequeira A. H., “Performance Measurement in Healthcare Organisations: An Empirical Study”, in Rural Transformation and Development Perspectives: Managerial Challenges, Excel India Publishers, New Delhi, 2012.
5. Sequeira A. H., “Annual Technical Manpower Review- Karnataka 2007”, IAMIR, New Delhi and NTMIS Nodal Center for Karnataka, NITK Surathkal, 2007.

6. Sequeira A. H., "Making the Right Moves", in Education Plus- Career Guide 06, , Publisher , The Hindu, 2006.
7. Narayan K. and Sequeira A. H., "Technology Induced Manpower Downsizing VRS-2000: An Experience in Public Sector Banks" in Technical Manpower Planning 2005, Discovery Publishing House, New Delhi, 2005.
8. Sequeira A. H., Bhandary T. C. and Arun Kumar, "Employment Status of Engineering Students Belonging to Socially Backward Categories: A Case Study of Karnataka State", in Technical Manpower Planning, 2005, Discovery Publishing House, New Delhi, 2005.
9. Sequeira A. H., "Human Resource Development and Higher Education", in Christian Leadership- Shifting Focus in Theological Education, Dharmaram Publications, Bangalore, 2001.
10. Sequeira A. H., "Survey on Labor Market for Engineers and Technicians of Karnataka State- Publication", World Bank Survey Report, January, 1998.

Conference Papers

International (18)

1. Sunil D'Souza and A.H. Sequeira, "Inclusive growth in Enhancing healthcare service quality", International management research academy, London and Indian Institute of Management, Bangalore (IIM-B), 16-18 December, 2015 .
2. D'Souza Sunil , Sequeira A.H., and Jane Banaszak-Holl , "Corporate performance appraisal of healthcare organisations : A strategic analysis", Second International Conference on Business Analytics and Intelligence(ICBAI), Indian Institute of Science , Bangalore , 18-20 December 2014.

3. Sequeira A. H., “Conceptualizing Research-An Overview”, International conference on Power of the past-Force for the Future, organized by Fr. Muller College of Nursing, 13June 2014.
4. Claret Mendonca and Sequeira A. H. , “Women Entrepreneurship for Economic Growth and Development : A Framework” , presented at International Research Conference organized by Jannalal Bajaj Institute of Management Studies , Mumbai , 6- 7 March , 2014
5. Bijuna C Mohan and Sequeira A. H. , “The Impact of Customer-Based Brand Equity on the Operational Performance of FMCG Companies in India” ,presented at International Conference on Business Analytics and Intelligence Conference organized by Indian Institute of Management, Bangalore , 11-13 December 2013.
6. Sourabh Jain, Kiran Shet, Sequeira A. H. , “ERP implementation at New Mangalore Port, India”., presented at 4th International Online Conference on Business and Management organized by IOCBM 2011, 28 -30 April 2011.
7. Seema S. Shenoy, Sequeira A.H., Devaraj K., “Customer-Centric Retail Strategy- A New Milestone For Supermarket Retailers in India.”, presented at 4th International Online Conference on Business and Management organized by IOCBM 2011, 28 -30April , 2011
8. Manohar V. Serrao, Sequeira A. H. and V. Basil Hans, “Designing A Methodology To Investigate Accessibility And Impact of Financial Inclusion”, presented at International Conference on Innovation and Inclusive in Banking: Issues, Strategies and Options, organized by Kannur University, 3-4 February , 2011.
9. Seema S Shenoy, Sequeira A. H. and Devaraj K, “Customer-centric Strategic Approach for Indian Supermarket Retailers : A Conceptual Framework”, presented at AIMS International Conference on Management Education in 2010:Issues, Challenges and Opportunities, organized by Indian Institute of Management Ahmadabad, 1-4 January , 2011.

10. Somashekar, Sequeira A. H. , and Kiran K B , “A Philosophy to Develop Services for Bottom of the Pyramid Market: A Case of Cellular Mobile Service Provider”, presented at International Conference on Challenges to Inclusive Growth Economies , organized by Indian Institute of Management Ahmadabad & Strategic Management Forum , 15-17 December , 2010.
11. K. Narayan and Sequeira A. H., “The Bounded Rationality and Behavioral Influence on Career Decisions- A Study on Voluntary Retirees of PSU Banks”, presented at International Conference on Technology and Business Management, Dubai, on 16-18 March, 2010.
12. D’Souza Sunil and Sequeira A.H., “A Critical Analysis of Service Quality and Performance through MBNQ Health Care Criteria- Benefits and Research Direction”, presented at International Conference on Health Care Market and Emerging Consumers- Innovation Efficiency and Effectiveness, organized by MIM Manipal, 21-23 January , 2010.
13. Bijuna Mohan and Sequeira A.H., “An Application of David A. Aaker’s Brand Equity planning model – A case study approach, 2009”, presented at International Conference on Economics, Business Management and Marketing (EBMM 2009), organized by Nanyang Technological University, Singapore, 9-11 October 2009.
14. Sequeira A.H., “Challenges for Manpower Trained in Environmental Engineering Education: A Case Study”, presented at International Interdisciplinary Conference on Sustainable Technologies for Environmental Protection ICSTEP 2006, organized by Coimbatore Institute of Technology, Coimbatore, 7 January , 2006.
15. Sequeira A.H., “Enhancing Organization’s Human Capital through Development of Higher Order Thinking Skills (HOTS)” , presented at Third AIMS International Conference on Management, organized by Indian Institute of Management, Ahmedabad, 1-4 January , 2006.

16. Sequeira A.H., "Technology Selection and Management in Rural Areas" , presented at Nirma International Conference on Management, organized by Institute of Management, Nirma University of Science & Technology, Ahmedabad , 2-4 January , 2004.
17. Sequeira A.H., "Educational Technology Self Learning - A new Paradigm", presented at International Conference on Educational Technology organized by REC-Assam, 29 December, 1998.
18. Sequeira A.H., "Competence Based Approach for Improved Education and Learning", presented at International Conference on Information Technology in Education and Training: organized by AIAET, Indore, 28-30 December 1996.

National (22)

1. Manohar V. Serrao , Sequeira A. H. and K.V.M. Varambally , "A Model for Financial Inclusion and Inclusive Growth- With Special Reference to Vulnerable Section Households", National Conference on Emerging Issues in Banking and Finance in a Technology Driven Economy , HSM Dept. , NITK, Surathkal , February 20th, 2015
2. Krishna Kishore and Sequeira A. H., "Role of Indian accrediting bodies in Higher Education", National conference on Outcome Based Education " , NITK, Surathkal, January 16-17 , 2015.
3. Claret Mendonca and Sequeira A. H. , " Effectiveness of Government Policies and programs for promoting women entrepreneurship in small enterprises " , presented at National conference on 'MSMEs-Role in propelling economic development of India', organized by R. V. Institute of Mangement , December 6, 2014.
4. Claret Mendonca and Sequeira A. H. , " Women entrepreneurs in small and medium enterprises and their access to capital", presented at Women's World Congress on 'Gender in a changing world', organized by University of Hyderabad, August 17-22, 2014.

5. Bijuna Mohan and Sequeira A.H., “Consumer Based Brand equity and its Antecedents in the fast moving consumer goods” , presented at 12th Consortium of Students in Management Research (COSMAR) , organized by Department of Management Studies, IISc. Bangalore, 16- 17 November 2012.
6. Manohar V. Serrao and Sequeira A. H., “Role of Financial Inclusion in Rural Transformation-A Need for Multidimensional Approach” , presented at National Conference on Rural Transformation and Development Perspectives: Managerial Challenges organized by , Manipal Institute of Management , Manipal, 21-22January, 2012.
7. Sunil C. D'Souza and Sequeira A. H., “Performance Measurement in Healthcare Organisations: An Empirical Study”, presented at National Conference on Rural Transformation and Development Perspectives: Managerial Challenges, organized by Manipal Institute of Management, Manipal, 21-22January , 2012.
8. Krishna Kishore and Sequeira A. H., “Rural Households Adoption of SSTs -An Economic Development Perspective” presented at , National Conference on Rural Transformation and Development Perspectives: Managerial Challenges, organized by Manipal Institute of Management, Manipal, 21-22 January , 2012.
9. Raghunandhan T. and Sequeira A. H., “Strategic Management Practices in Centrally Funded Technical Institutions(CFTIs) in India”, presented at 11th Consortium of Students In Management Research-COSMAR, organized by Dept. of Management Studies, Indian Institute of Science, Bengaluru , 21October , 2011.
10. Seema Shenoy, Sequeira A. H., and Devaraj K. , “Design of a New Conceptual Framework for Supermarket Retailers in India”, presented at National Conference on Retail Excellence -NCRE 2011, organized by Jagan Institute of Management Studies, New Delhi, 11October , 2011.
11. Sunil D'Souza and A.H. Sequeira , “Enhancing the rural healthcare delivery in India”, National conference on marketing to rural consumers-understanding and

tapping the rural market potential , at Indian Institute of Management Kozhikode, Kerala , April 2008.

12. Sequeira A.H., “ Sustainable development and planning” , presented at Conference on Integrating Research with Social Agenda: An Action Plan for Sustainable Coastal Development in Karnataka, organized by College of Fisheries, Mangalore, 28th January 2006.
13. Sequeira A.H., “Quality in services marketing” ,presented at National Conference on ‘Quality in Service Sector and Managerial Challenges’ organized by MAHE , MIT, Manipal, 21- 22nd May 2005.
14. Sequeira A.H., “Financial Management Information System”, presented at XXVII Indian Social Science Congress, Allahabad, November 2003.
15. Sequeira A.H., “Role of Management Information System in Organization”, presented at XXVI Indian Social Science Congress, Allahabad, December, 2002.
16. Sequeira A.H., “Developments in Information Technology and its impact on Higher Education”, presented at UGC State Level Conference, Mangalore, 2 - 3 March, 2000.
17. Sequeira A.H., “MIS – Lifeline for Efficient & Effective Management of Technical Education”, presented at National Conference on Technical Education, organized by TECMANCHI-2000, Bellary, 11-12 March 2000.
18. Sequeira A.H., “Technology Management for construction Industry” , presented at National Symposium for Cost Efficient Housing, Energy and Environment, organized by Shelter Promotion Council India, 27-29, March 1999.
19. Sequeira A.H., “Design of Management Information System (MIS) for an Educational and Training Enterprise” , presented at National Conference on Information Technology for 21st Century, organized by KREC, Surathkal, 19-21 December 1996.

20. Sequeira A.H., Jayanna H., “Information System for Vendor Rating Development in Industry - A Case Study”, presented at National Conference on IT for 21st Century, organized by KREC, Surathkal, 19-21 December, 1996.
21. Sequeira A.H., Jayanna H., “Role of MIS for Higher Productivity in Raichur Thermal Power Plant”, KREC, Surathkal, presented at National Conference on IT for 21st Century, organized by KREC, Surathkal, 19-21 December, 1996.
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WORKSHOP PAPERS

1. “Role of Principals Envisioning India-Academia-Globalization” presented the theme paper on ‘Challenges for Higher Education in context of Globalization’ organized by SDM College, Mangalore, 20 January 2007.
2. Delivered the key note address at State Level Workshop on MEMS Design and Fabrication – Promises and Challenges in India (MEMSDF 2007), AICTE Sponsored at St. Joseph Engineering College, Vamanjoor, 27 January 2007.
3. ‘Financial & Administrative Autonomy’, presented at Workshop on Autonomy for Engineering Colleges under TEQIP at M.S. Ramaiah Institute of Technology, Bangalore organized by State Project Facilitation Unit (SPFU), Govt. of Karnataka and Foundation for Advancement of Education and Research -FAER, Bangalore, 21 January 2006.

4. “Extension and Outreach Activities of the College – New Dimensions”, presented at SDM College of Business Management, 24 March 2005.
5. “Design of Learning Resources Material, Using Different Media”, presented at Workshop at Digital Library and Management of Digital Resources organized by NITK, Surathkal, November, 2002.
6. “Human Resource Development for Technical Teachers”, Workshop for Teachers of Karnataka Polytechnic, Mangalore on 3 April, 2002.
7. “Review of Technical Manpower of Karnataka State”, NTMIS Southern Region Workshop - KREC on 14-15 February, 2002.
8. “Review of Technical Manpower-Karnataka State”, Southern Regional Workshop on National Technical Manpower Information System - AICTE, 22-23 February, 2001.
9. “Companies Expectations about Students Attending Campus Interviews - A Case Study”, Southern Regional Workshop on National Technical Manpower Information System - AICTE, 22-23 February, 2001.
10. “Technical Manpower Review of Karnataka State” , Southern Region Workshop of NTMIS – Cochin University of Science & Technology, 11 February, 1999.
11. “Social security benefits: education”, National Workshop on Social security for Beedi workers, 11-22, June 1999.

SEMINARS

1. “Prospects for Higher Education in NITs in India” at Schools in Dubai and Abu Dhabi , April 2013.
2. “Growth and Prospects of Technical Education with specific reference to Karnataka State and D.K. District”, National Seminar on Mangalore: Yesterday, Today & Tomorrow, 24-25 February 2011.
3. ‘Effective Teaching and Learning’, Staff Development Programme on Bioinformatics – Synergy with Biosciences, sponsored by AICTE , Dept. of Computer Engineering, NITK, Surathkal, 23rd March 2006.
4. ‘Effective Teaching and Learning’, Staff Development Programme on Information Security, sponsored by AICTE, Dept. of Computer Engineering, 14 March 2006.
5. ‘Strategies for Development of MIS’, Staff Development Programme on Information Security , sponsored by AICTE , Dept. of Computer Engineering - 14 March 2006.
6. “Changing trends in field work training – perspectives of allied & Social Work Professionals” , Shri Devi College of Education, 18-19January 2005.
7. “Implications of Technology on Society and Culture”, AICTE Sponsored National Seminar on ‘Building National Competitive Advantage through Technical Education’, Dr. Ambedkar Institute of Technology, 29- 30 November 2004.
8. “Assessing Productivity in Technical Education through Value –Added Approach”, AICTE Sponsored National Seminar on ‘Building National Competitive Advantage through Technical Education’ at Dr. Ambedkar Institute of Technology, 29- 30 November 2004.
9. “Profile of Technical Manpower in Karnataka State and Employment Status of Technical Education Students belonging to Socially Backward Categories – A Case study of Karnataka State”, NTMIS National Seminar at Jawaharlal Nehru Technological University, Kukatpally Campus, Hyderabad, 5 September 2004.

10. “Technology Induced Manpower Downsizing VRS-2000-AN Experience in Public Sector Banks” in the NTMIS National Seminar at Jawaharlal Nehru Technological University, Kukatpally Campus, Hyderabad, 6th September 2004.
11. Internet Technologies and E-Commerce, AICTE ISTE sponsored STTP – NITK, Surathkal, 15th January 2004.
12. Exposure to Audio Visuals Learning Resource Materials, AICTE ISTE Short term training programme, KREC - 8 to 20th January, 2001.
13. Productivity Issues related with Energy Conservation and Energy Auditing - ISTE sponsored STTP, MIT, Manipal – 17th January, 2000.
14. Monitoring and Evaluation of Project sustainability - AICTE/ ISTE Winter School, KREC, 11th December, 1997.
15. “Nurture of Educational Technology in Technical Institution, A Prospective Approach”, National Seminar on Role of Humanities and Social Sciences in Engineering Education, JNTU, Hyderabad, 26-27 October, 1996.

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Chairman of Strategic Plan Committee -2020, NITK, Surathkal,

Sequeira A.H., ‘Survey on Labour Market for Engineers and Technicians of Karnataka State’, World Bank Survey Report, January, 1998.

Radio Talks

Two different talks on Career Guidance and Management Education delivered (2014 and 2016) on All India Radio , Mangalore.

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