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Designation: Asst. Professor

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Education

- PhD, National Institute of Technology Karnataka, Surathkal
- Master of Business Administration, University of Calicut
- Bachelor of Science (Physics) , University of Calicut

Previous Experience

- Industrial Experience: 6 years.
- Lecturer, Manipal Institute of Management, MIT campus , Manipal
- Lecturer, Welcomgroup Graduate School of Hotel Administration, Manipal,

Courses Offered:

Brand Management, Marketing Management, Consumer Marketing, Advertising,
Services Marketing, Strategic Management

Publications

- Paper titled ‘Outsourcing and Competitive Advantage’ was published in International Journal of Research in Commerce & Management Vol.4 (5), May 2013.

- Paper titled ‘Brand Equity and Business Performance– towards a Conceptual Framework’ was published in Indian Journal of Marketing Vol.43 (2), February 2013.
- Paper titled ‘The Relationship between Brand Equity and Business Performance- A Conceptual Framework’ is published in the Asian Academic Research Journal of Social Science & Humanities, volume 1, Issue 3, pp.146-156.
- Paper titled ‘Exploring the Inter linkages between Brand Equity and Business Performance- towards a Conceptual Framework’ is published in the Managerial Marketing e Journal, Vol.4, No. 41.
- Customer-Based Brand Equity in the Fast Moving Consumer Goods Industry in India, The International Journal of Management, Vol.1, Issue 4, pp. 1-19, October 2012
- Paper titled ‘Linking Customer-Based Brand Equity with Business Performance –A Conceptual Framework’ is published in the AMET Journal of Management (ISSN No : 2231-6779) July- Dec 2012 issue
- Case titled “In search of Udupi Hotels” authored with V K Ranjith is published in the book titled “Case Studies in Management: Contemporary Perspectives” Published by Humming words Publishers, 2011.ISBN:978-81-920730-02.
- “ Whistleblowers in the mist” , a case and a teaching note authored with V K Ranjith is accepted and registered with European Case Clearing House, ECCH at its registered office at Cranfield University, UK. Ref no: 305-555-1/ 305-555-8.
- “MUL’s Maruti Driving School-A case of Vertical integration or Social responsibility” a case and a teaching note authored with V K Ranjith is accepted and registered with European Case Clearing House, ECCH at its registered office at Cranfield University, UK. Ref no: 305-556-1/ 305-556-8.
- Case titled “Haldiram foods International limited” authored with V K Ranjith is published in the book titled “Developing analytical skill : Case studies in management by Department of Business Administration, Annamalai University, Tamilnadu-608 002(published by Shroff Distributors and publishers Pvt. LTD, Navi Mumbai), August-2007.

Papers presented/Accepted

- Paper titled ‘Exploring the Relationship between Brand Equity and Business Performance in the Fast Moving Consumer Goods (FMCG) Industry’ was presented at the International Marketing Conference jointly organised by Indian Institute of Management Calcutta, and Georgia Tech at IIMC in December 2012.
- Presented a paper titled ‘Exploring the interlink ages between brand equity and operational performance of business in the FMCG industry’ at the National Conference on Emerging Dimensions in Marketing organised jointly by Saintgits institute of Management and Annamalai University on 22- 23rd November 2012.
- Presented a paper titled ‘Antecedents of brand equity in the FMCG industry’ in the 12th International Consortium of Students in Management Research (COSMAR’12) at Indian Institute of Science, Bangalore 16th- 17th November 2012.
- Paper titled ‘ Brand equity and business performance in FMCG industry -A conceptual framework’ is accepted for presentation at the International Conference on Humanities, Economics and Geography at Bangkok, Thailand in March 2012
- Presented a paper titled’ Application of McKinsey’s 7S framework to medical tourism initiatives- A case of Apollo hospitals at the international conference at Manipal Institute of Management, Manipal in Jan 2010
- Presented a paper titled’ An application of David A Aaker’s brand identity planning model- A case study approach in the International Conference on Economics, Business Management and Marketing (EBMM 2009) at Nanyang Technological University , Singapore on Oct9-Oct 11, 2009.The proceeding are published. ISBN-978-9-8108-3816.
- “Corporate entrepreneurship- a case of VLCC” International Conference on Harnessing Entrepreneurial Potential of Women for Economic Growth by Manipal Institute of Management, Manipal-Jan 22nd to 24th 2009.
- “The role of venture capital financing in the development of entrepreneurship in India” presented in the National Conference on Entrepreneurship- A Ray of Hope organised by SDM college of business Management, Mangalore 2009
- “Competitive advantage through outsourcing a value chain based approach”coauthored with Dr. B R Ananthan and V K Ranjith presented in the International Conference on Outsourcing/ Off shoring: Trends and Managerial Issues organised by Northeastern University, College of Business Administration, Boston, USA and Manipal Institute of Management, Manipal University, 7th – 9th Jan , 2008.

Summer University Attended

- Participated in the International Summer University program 2013, in Business Engineering & Intercultural Communication (SU BEIC 13) from July 8th to July 19th, 2013 at the University of Applied Sciences Western Switzerland, School of Business and Engineering Vaud (HEIG-VD) in Yverdon-les-Bains, Switzerland.

Training

- Faculty Development Programme on Data Analysis for Management Research at Indian Institute of Management, Kozhikode in January 2012.
- Quality improvement programme on instructional design and delivery at National Institute of Technology Karnataka, conducted by National Institute of Technical Teachers Training and Research Chennai, in Aug 2008.
- Mastering the art and science of Teaching engineering and research, organised by NITK and HP, in March 2008
- Workshop on case teaching and case writing at Indian Institute of Management, Kozhikode, Sept 2007.
- International Symposium on hospitality vision at Welcomgroup Graduate School Of Hotel Administration, Manipal in Feb 2008
- Current frontiers in management research at Indian Institute of Management, Kozhikode in 2006

Recognitions/ Awards Received

- Received the ABP News National B –School Award 2012, for Best Professor Teaching Advertising Management.

Paper Reviewer

- Reviewer of The 14th World Multi-Conference on Systemics, Cybernetics and Informatics: WMSCI 2010, June 29th - July 2nd, 2010 – Orlando, Florida, USA

Professional Affiliation

- Member, Academy of Marketing Science
- Member, All India Management Association

- Member, International Association of Computer Science and Information Technology IACSIT, Singapore