

CURRICULUM VITAE

SHEENA

Associate Professor
School of Management
National Institute of Technology Karnataka (NITK)
Srinivas Nagar-575025
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Areas of Research Interest

Tourism Studies
Strategic Brand Management
Consumer Behaviour
Marketing Research
Social Psychology

Educational Qualifications:

1. Presently pursuing MA in Psychology under IGNOU, N.Delhi
2. University of Calicut, Kerala, Doctor of Philosophy, March 2011. Major Field: Commerce, Minor Field: Brand Management (Marketing)
3. UGC–NET- EFL, UGC, N.Delhi, December 2000
4. University of Calicut, Kerala, Master in Commerce (2001). Major Field: Marketing
5. IGNOU, N.Delhi- Master in Business Administration, 2007. Major Field: Human Resources Management, Minor Field: Marketing
6. IGNOU, N.Delhi – Post Graduate Diploma in HRM, 2006
7. IGNOU, N.Delhi – Post Graduate Diploma in Management, 2004
8. University of Calicut, Kerala, Bachelor in Education (2002). Major Field: Commerce

9. University of Calicut, Kerala, Bachelor in Commerce (1999). Major Fields: Business Management, Marketing, Income Tax.

Work Experience

Associate Professor in Marketing, National Institute of Technology, Surathkal : (May 16th 2018 – till present)

Assistant Professor in Management, National Institute of Technology, Surathkal, Mangalore : (Dec 6th , 2012 - May 15th 2018)

Assistant Professor in Commerce, Pondicherry University – A Central University : (July 8th 2009 – Nov 30th 2012)

Assistant Professor in Commerce, PSMO College, Tirurangadi, Kerala : (Jan 2009- June 2009)

Assistant Professor in Commerce and Management, University of Calicut, Kerala – (April 2004- August 2007)

Lecturer in Commerce, Farook College, Calicut, Kerala – (July 2003- March 2004)

Research and Publications

Thesis/Dissertation

Ph.D. Thesis: A Study of Brand Extension Decisions on Existing Brands and New Product Acceptance in the Indian Consumer Product Market, University of Calicut, 2011 (unpublished)

Research/Consultancy Projects

1. Textile Branding: A Study of handloom industry, a consultancy study carried out and submitted to Mascot Industries, Kannur, Kerala, 2006
2. Project on Impact of Technology Revolution in the Handloom Sector – Problems, Prospects and Challenges sanctioned by **TEQIP-II**, by granting a financial assistance of Rs.5,50,000/- (Completed and report submitted on March 2017)
3. **UGC Major Project** on Mitigation of Tribal Suicides through Economic Empowerment: Evaluating the functional roles of the governments and NGOs in eradicating the social, educational and economic backwardness among the Paniyans of Kerala sanctioned by

University Grants Commission, New Delhi by granting a financial assistance of Rs.6,02,500/- (Completed on January 2017)

4. **Project** on Women Entrepreneurship and Tourism Development: A Study with special reference to SHGs in Karnataka and Kerala sanctioned by the **Indian Council of Social Science Research (ICSSR)** by granting a financial assistance of Rs.6,00,000/- (Completed on December 2015)
5. **ICSSR-IMPRESS** Major Project on BRAND INDIA: THE FUTURISTIC MEDICAL TOURISM HUB – A “MAKE IN INDIA INITIATIVE” sanctioned by the Indian Council for Social Science Research. (Ongoing from 2019-2021)

AWARDS/RECOGNITIONS/CITATIONS:

AWARDS:

- Received the “Best Paper Award” certificate and memento in the category of Empirical research at the International Consortium for Innovation and Entrepreneurship research and IIM, Bangalore held at IIM, Bangalore from 29th to 31st January, 2015.
- Secured the highest grade, “Very Good” in the performance as a teacher based on Students’ Assessment as conveyed by the Vice-Chancellor of the Pondicherry University vide his letter of appreciation with a scale of grading consecutively for two years.
- 7th Rank Holder in M.Com (Marketing) for the year 2001 for which a rank certificate was awarded by Calicut University, Kerala
- Secured II Rank and awarded gold medal for Commerce under AISSCE (XII Std) for the year 1995-96.
- Awarded memento and certificate for having secured highest mark and first rank among all schools in Abu-Dhabi, UAE in the UN General Knowledge Test organized by UNESCO for the year 1991-‘92

CITATIONS

50 citations since 2012

<https://scholar.google.co.in/citations?user=T1eyXokAAAAAJ&hl=en>

Ph.D Guidance

Two awarded, two ongoing

Research Papers

International

1. *Mahipalan M and Sheena* : Examining the Role of Workplace Spirituality and Teacher Self-efficacy on Organizational Citizenship Behaviour of Secondary School Teachers: An Indian Scenario , Vision , Sage Publications , Volume 23 (1), pp-80-90, 2019, Scopus Indexed.
2. *Mahipalan M and Sheena* : Workplace spirituality and subjective happiness among high school teachers: gratitude as a moderator , Explore: The Journal of Science and Healing, Elsevier Publications , Vol :15, Issue 2, March-April 2019, pp:107-114 , Scopus and SCIE Indexed
3. *Manju Mahipalan and Sheena*: Role of Workplace Spirituality and Employee Engagement in Determining Job Satisfaction among Secondary School Teachers, Journal of Management Research, Volume 18, Number 4 , October–December 2018, pp: 211-225. (ICI & ABDC-C Category).
4. *Mahipalan M and Sheena*: Mediating Effect of Engagement on Workplace Spirituality – Job Involvement Relationships: A Study among Generation Y Professionals, Asia-Pacific Journal of Management Research and Innovation, Sage Publications, March and June 2018, Vol 14/Nos 1 & 2 , pp : 1-9 (ICI & ABDC-C Category).
5. *Mahipalan M and Sheena*: Spirituality at work, OCBs and the moderating role of satisfaction among school teachers in India, Journal of Indian Academy of Applied Psychology, Jan 2019, Vol.45, No: 1, 64-74. (Scopus Indexed)
6. *Mahipalan M and Sheena*: "Workplace Spirituality, Psychological Well-being and Mediating Role of Subjective Stress: A Case of Secondary School Teachers in India",

International Journal of Ethics and Systems, Emerald Publications, Scopus Indexed
(Accepted for publication)

7. *Sudheer K.M and Sheena*: Medical Tourists' Travel Motivations and Concerns : *Asian-African Journal of Economics and Econometrics*; Vol 17 No:1, 2017 : 189-206, Scopus Publication, ABDC "C" Category
8. *Kamath U. and Sheena*, Implication of Brand Communication Strategies in Private Engineering Colleges: *IOSR Journal of Business and Management*, Vol : 17 ; Issue 11 pp : 04-11.
9. *Kamath U and Sheena*, Implications of Brand communication strategies in Private Engineering colleges , *International Journal of Economic Research*, 14 (17), pp: 1-13, ISSN : 0972-9380, November 2017. (Scopus Indexed)
10. *Sheena*, Effective Governance in through quality in Healthcare organisations: An Empirical Study: *International Journal of Economic Research*.
11. *Sheena and G.Naresh*, "Do Brand Personalities make a difference to Consumers?", *Procedia-Social and Behavioural Sciences* 37 (2012), ISSN: 1877-0428, pg:31-37
12. *Sheena and G.Naresh*, "Brand Success Redefined: An Analysis of the Interrelationships among various Brand Dimensions", *Psychology Research*, Vol 2,No:1, January 2012 , ISSN: 2159-5542 (Print), ISSN: 2159-5550 (Online) pg:32-39

National

1. *Sheena and G.Naresh* "Building Business with Brands : Effects of Brand Extension Decisions on Existing Brands", *Journal of Marketing Vistas* , Vol 4. No. 2, July - December 2014, pp: 1-7
2. *Mahipalan .M and Sheena* , Employee Engagement : A Literature Review , *OPUS : Organization People and Us, HR Journal*, Volume 6,Issue 1 ISSN No: 0973-9866, Page No : 1-17 (ICI & Pro-quest indexed)
3. *Sheena* , "Consumer attitude towards brand extensions – an integrative model from the Indian Perspective", *ICFAI Journal Of Brand Management*, Vol VI Nos 3 & 4; ISSN:0972-9097; pg: 51- 62,2009

4. *Sheena and Umesh* , “A Comparative Study of Emotional Competency Dimensions among “Yuppies in the commercial capital of Kerala State, Cochin) in India”, *Aatmbodh* , Vol.VII .No.1, Spring, Vol VII- No.1; ISSN:0972-1398; pg:42-46, 2010
5. *Sheena and Umesh U.* “The vanishing Sacred Groves (“Kavus”) in the ‘God’s own country’ and its ecological significance”, *Atna: Journal of Tourism Studies*, Vol V Dec issue; ISSN: 0975-3281, 2010
6. *Sheena* , Experiences and Challenges in empowering women through micro enterprises – A Case Study of Malappuram District in Kerala, *Research Explorer*, Vol 1, January-June 2012, ISSN : 2250-1940, Pg 21-23
7. *Sheena* , “A Study Of Brand Awareness With Reference To Consumer Durables In The Rural Markets Of Vayanad, Kerala”, *Global Research Review*, Vol 1 No.1 Dec 2011, ISSN:2250-2521 , pg:161-168
8. *Sheena* , “An Insight into the Success of Brand Extensions – An Evaluation”, *Journal Of Management and Science*, Special Issue V, Marketing Challenges in the 21st Century, ISSN: 2249-1260, pg: 45-54.
9. *Sheena* , “Ambush Marketing: An Undeserved Advantage”, *Poseidon, Journal of Commerce, Management and Social Sciences*, Vol. I, ISSN: 2319-6238, pg:180-185
10. *Umesh and Sheena* , “*The Scenario of Global Healthcare Tourism: An Assessment of the performance of tourism contributors in God’s own country – Kerala state*”, *Poseidon, Journal of Commerce, Management and Social Sciences*, Vol. II, ISSN: 2319-6238, pg:144 -151

Book Chapters in Edited Books:

1. *Sheena and G.Naresh*, Orchids in the Wild”: An Investigation into Entrepreneurial Education Effectiveness and Tourism Development among Women SHGs, Entrepreneurship Education – Experiments with Curriculum, Pedagogy and target groups, ISBN No: 978-981-10-3318-6, pg: 305-324, Edited book published by Springer Publications, Published by Springer Nature, Singapore, 2017

2. *Thomas . B and Sheena* , Internationalisation of Incubatee SMEs : The Role of Government Supported Incubators, Transnational Entrepreneurship, Edited book published by Springer Publications, Published by Springer Nature, Singapore, 2018 (Accepted for Publication)

Conference papers presented

International

1. *Sheena and Sudheer K.M* , Brand Rejuvenation: The Effects of Hypothetical Extensions on Existing Brands organized by IISc Bangalore at the 6th International Conference on Business Analytics and Intelligence 2018 (ICBAI 2018).
2. *Mahipalan .M and Sheena*, Personality & Job Engagement at the International HR conference organized by K. J. Somaiya Institute of Management Studies and Research, Mumbai on 4& 5th February 2016.
3. *Kamath U and Sheena* , The Role of Ps in the Brand Building of Engineering Institutions : A Conceptual Framework , Conference on Brand Management – April 16-17 , 2016, IIT Delhi.
4. “*Orchids In The Wild*”: *An Investigation Into Entrepreneurial Education Effectiveness And Tourism Development Among Women SHGs*, ICIER Conference organized by IIM, Bangalore January 29th- 31st, 2015.
5. *Thomas. B and Sheena*, Internationalisation of Incubatee SMEs: The Role of Government Supported Incubators, Transnational Entrepreneurship International Conference organized by IIM Bangalore 2015.
6. *Mahipalan . M and Sheena* , “Employee Engagement : A Literature Review” , International Conference on Contemporary Trends in Managing Modern Workforce by Symbiosis Centre for Management and Human Resource Development (SCMHRD), Pune, 27 and 28th Feb,2015, SCMHRD, Pune.
7. *Mahipalan .M and Sheena* , Workplace Spirituality and Work Outcomes,- IMRA-IIM-B conference on Dec 15-18, 2015, IIM-Bangalore
8. *Kamath.U and Sheena*, Implications of Branding Initiatives in Engineering Colleges – An Empirical Study, ICRBS 2015, IIT Roorkee

9. *Jose. M and Sheena, Women Entrepreneurship and Sustainability through Tourism: A Study with Reference to Kudumbashree Mission in Kerala*". ICBPEM-2014 (International Conference on Business paradigms in Emerging Markets) National Institute of Technology, Rourkela, 12th and 13th December 2014.
10. *"Impact of Emotional Competencies in Performance levels- A Case Study of Nationalized Banks of Kochi-India"*, Research for Rethinking, 12th International Business Research Conference World Business Institute, Melbourne Australia, ISBN: 978-0-980-4557-0-9; pg: 30-37,2010
11. *"Tribal Empowerment Through Micro Financing In Kerala – A Case Study"*, Macro Dynamics of Micro Finance, 3rd International Conference in Micro Financing, Pondicherry University; ISBN: 978-81-7446-807-9; pg:70-80, 2010
12. *"An Evaluation of Emotional Intelligence among Managers of Select Insurance Companies in Kochi, Kerala, Edited Conference Volume , Emerging Paradigms in Insurance Industry and Management ,ISBN: 978-81-8387-487-8 pg:254-267*

National

1. *"Women Entrepreneurship: An Investigation into the impact of Microfinance through SHGs on Rural Transformation"*, Micro Finance and Sustainable Livelihood Promotions in India, National Seminar on Micro financing , SIT, Tumkur, Karnataka, ISBN:978-81-7446-937-3; pg:626-635, 2010
2. *"Kerala , the God's Own country as a Health Tourism destination: A SWOT Analysis"*, Edited Seminar Volume , UGC SAP National Seminar on Contemporary Trends on Tourism, Pondicherry University, ISBN : 978 – 81- 7446 -945 -8,pp: 199-226, 2011

Paper Presentations in Seminars

1. 2005- National Seminar on Global Competitiveness of Indian Industries, University of Calicut
2. 2006 - ICAI sponsored National Seminar on Global Convergence of Commerce Education, University of Calicut

3. 2007- National Workshop on New Frontiers in Social Science Research – Approaches, Methods and Techniques, University of Calicut
4. “*Interest free Microfinancing Prospects for Women Entrepreneurs in India*”, UGC sponsored National Seminar on Micro Financing on Interest Free Basis : Problems and Prospects in India, MES Asmabi College, Kerala, 2009
5. “*A Study on Brand Aspirations with Demographic Variables of Rural Consumers with special reference to West Garo Hills*”, International Conference on Indigenous Management (ICIMP-2009), Annamalai University, 2009
6. “*Maternal Health in Tribal Areas- A Study of Health and Hygiene among Tribal Women in Vayanad District of Kerala*”, International Conference on Agripreneurship and Rural Development, Faculty of Management Studies, Banaras Hindu University, Varanasi, 2009
7. “*The Empowerment of Rural Women In Kerala Through Micro-Enterprises – Experiences And Challenges*”, UGC sponsored National Seminar on Micro-Enterprises – Challenges and Prospects, PSMO College, Tirurangadi, Kerala, 2009
8. “*Impact of Micro-Finance on Rural Transformation through SHGs in Andhra Pradesh*”, UGC sponsored National Seminar on Micro-Enterprises – Challenges and Prospects, PSMO College, Tirurangadi, Kerala, 2009
9. *An Evaluation of Emotional Intelligence among Managers of Select Insurance Companies in Kochi, Kerala*, National Conference on Emerging paradigms in Insurance Industry, Dept of Insurance Management, Karaikal Campus, Pondicherry University
10. A Study of brand building of engineering institutions in Karnataka: Impact of ‘Performance’ as 8th P of Services Marketing Mix , National Conference organized by Christ University, Bangalore on October 2014.
11. 2015 – National Conference on Outcome based Education organized by the Dept of Humanities, SS and Management, NIT Karnataka

Innovation in teaching materials /Production of teaching

1. Video lectures and e-content have been designed on various topics of Marketing for broadcasting on DD-Vyas Educational Channel, as a UGC sponsored programme.
2. Written and provided study materials on topics such as Business Communication and Enterprise Resource Planning for the benefit of students of School of Distance Education

of University of Calicut, Kerala

Conferences/Events Organized

1. September 30th 2016 - Organised a one day Women Leadership Summit “Tides 2016”
2. September(28-30) and October (4-6) 2017 – Organised a 6 day induction programme for the B.tech I year students.
3. February 5th – 10th, 2018 – Organised two MDPs for the Senior level Managers of MRPL, Mangalore
 - a) MDP on Emotional Empowerment for Senior Level Employees of MRPL, Mangalore
 - b) MDP on Dialogues and Connections for Senior Level Employees of MRPL, Mangalore.
4. Organised two 15 day workshops on Industry – Institute interactions for the MBA students of NITK, Swiss and Chinese students as a part of the MoU signed between NITK and the Heig-VD University, Western Switzerland (1st phase : June 28th 2018 – July 14th 2018 , 2nd phase : February 11th 2019 – February 22nd , 2019)

Outreach activities

2006 -2010

1. Invited to talk on Communication skills for the members of KSSIA for its PMRY Training Programme participants held at Calicut, Kerala in April, 2006.
2. Delivered a lecture on Marketing for the benefit of employees of SISI, Trichur, Kerala on February 6th 2006.
3. Invited to give a talk on “Modern Marketing Strategies in the context of exports of textiles” for the benefit of employees of Mascot Industries, Kannur , Kerala on 12-01-10.
4. Invited to lecture on ‘Development of tourism with special reference to Beach Resort Hotels’, organized by Mascot Beach resort Hotel, Kannur on 12-01-2010.

2011- 2015

1. Invited to chair a technical session of the national Conference on Emerging Paradigms in Insurance Industry organized by the Dept of Management Studies, Pondicherry University, Karaikal Campus on 26th March 2011.
2. Invited as resource person to chair a technical session of a one day National Seminar on Financial Inclusion- Role of Commercial banks organized by RVS Institute of Management Studies and Computer Application on 18-10-2011.
3. Invited as a resource person to deliver on the topic “The role of Beach Resort Hotels in the promotion of tourism” on 28-05-2012 for the benefit of the employees of Mascot Beach Resort Hotel, Kannur, Kerala.
4. Delivered a lecture on “How best branding can be developed and designed for the promotion of exports by a textile unit” on 29-05-2012 to the staff and employees of Mascot Industries, Kannur, Kerala.
5. Invited to give a talk to the MBA students of University of Calicut on “How to be Effective Managers?” on 29th July and 30th July 2013.
6. Invited as resource person to give a talk on Effective Habits of Teachers for an FDP on Teaching – A Multi task Service , an orientation programme for new engineering teachers organized by Government Engineering College, Kozhikode on 21st March 2014.
7. Invited to give a talk to the MBA students of University of Calicut on “Habits of Effective Managers” on 12th August 2014.
8. Invited for a plenary talk to Unity College, Manjeri, Kerala to speak on “Consumer Protection and Human Rights” on 25th February, 2015
9. Invited to give a talk to the MBA students of University of Calicut as a part of Orientation programme on 12th September 2015.
10. Invited to chair a technical session for the National Seminar on 'Contemporary Research Issues in Business and Management' conducted by MAPS (Mangalore Academy for Professional Studies) College on October 1st, 2015.
11. Invited to speak on Women Social Entrepreneurship – Pros and Cons at the UGC sponsored conference on “Social Entrepreneurship : A way to reconstruct the society” organized by St.Agnes College , Mangalore on November 23rd, 2015.

2016- till present

1. Invited to handle a session at Elan 16 – A National Seminar on Innovation and Entrepreneurship at CCST, Cherpulassery, Palakkad, Kerala on January 22nd 2016.
2. Invited to handle a session on Service Marketing at Koyilandy Govt College on March 2016.
3. Invited to be a subject expert in the interview board of TAPMI, Manipal for the selection of faculty in the area of Marketing since 2016.
4. Invited to handle a session on Communication Skills and Personality Development at NIT Goa from September 1-3, 2017.
5. Handled a session on Branding in the Indian Context for the students of NIT Trichy from July 3-5, 2017.
6. Invited to handle a session on Impactful Communication and habits of effective people at MRPL on October 9th, 2017.
7. Invited to handle a session on Team Dynamics for the "PROJECT BASED EXPERIENTIAL LEARNING FOR ENGINEERING EDUCATION" supported by TEQIP-III held at NIT Karnataka from 4th sept. to 8th Sept. 2018
8. Invited to be session chair for the 6th International Conference on Business Analytics and Intelligence 2018 (ICBAI 2018) scheduled during December 20-22, 2018 at the IISc, Bangalore.
9. Invited as the chief guest and resource person for the National Seminar on Strategic Brand Management on 21st March, 2019 at PSMO College, Tirurangadi.

Professional Training Received / Attended

1. February 2005 - Faculty Development Programme on Effective Corporate Management, Bodhananda Research Foundation for Management and Leadership Studies, Trivandrum, Kerala
2. September 2005 - UGC sponsored Refresher Course (Multi Disciplinary), IACIS, Osmania University, Hyderabad
3. April 2006 - Faculty Development Programme on Information Technology / Systems, Indian Institute of Management, Calicut

4. July 2006 - Faculty Development Programme for Management Teachers, Calicut Management Association, Calicut, Kerala
5. May 2010 - UGC sponsored Orientation Course, Academic Staff College, Pondicherry University
6. July 2013 – TEQIP sponsored 4 day Induction Program for Newly recruited faculties, NIT Karnataka
7. November 2013 – FDP on Technology enabled teaching and learning organized by IIM, Kozhikode
8. November 16-20, 2015 – FDP on Multivariate Data Analyses organized by IIM, Kozhikode.
9. March 2017 – FDP on Qualitative Data Analysis using R organized by NIT Calicut, Kerala.
10. November 21st-25th, 2018– National Workshop on Business Analytics using R and Python at NIT Calicut, Kerala

Academic / Administrative positions held:

1. Faculty Advisor , TEDx , NITK since January 2016.
2. Faculty Advisor, Dance, Dramatics and fashion Club, NIT Karnataka from January 2016 – April 2019
3. Faculty Advisor , Placement Committee, School of Management , NITK (2018-present)
4. Faculty Advisor , Alumni Committee, School of Management , NITK (2018- present)
5. Executive committee member, School Management Committee, NITK School (2016- 2019)
6. Advisory Board Member, Zocio Pvt Ltd, Bangalore since September 2017
7. Member of Board of Directors, NITK Employees Cooperative Society since 2016
8. Executive Committee member , FANITK (Faculty Association) , NIT Karnataka 2015-16
9. Faculty Advisor, Entrepreneurship Cell (E-Cell), a students' club at NIT Karnataka 2015-16
10. Advisory Board member, CCST college, Cherpulassery, Kerala
11. Appointed as a member of the Purchase Committee vide Pondicherry University letter dated 12/09/'09

12. Nominated as a member for the administration of the Pondicherry University Guest House situated at Karaikal.
13. Nominated as University observer for the Directorate of Distance Education Examinations for the period 31-12-'09 to 05-01-2010 at Sacred Heart College, Cochin.
14. Appointed as the Warden for the Ladies Hostel, Pondicherry University, Karaikal Campus vide letter dated 02-03-2011.
15. Organising Committee Member of the Sports Committee, Pondicherry University, Karaikal Campus.
16. Cultural Coordinator for Pondicherry University, Karaikal Campus

Membership in Professional Associations

Life Member, Calicut Management Association, Calicut.

Life Member, Indian Accounting Association, Jaipur
