


Faculty Profile

Name of Faculty	Bharath Bhushan B	
Department	MBA	
Qualification	BSc MBA,(Ph.D)	
Designation	Assistant Professor	
Area of specialization	Marketing	
Date of Joining BNMIT	02.09.2011	
Nature of Association (Regular/Contractual/Adjunct)	Regular	
e-mail	bharathbhushanb@bnmit.in , bhu2412@gmail.com	
No. of years of Experience	Teaching: 08 years	

Academic Qualifications

- **Ph.D** – Pursuing from the Department of MBA, RNSIT, VTU, India
- **MBA** - (2009) BNM Institute of Technology, Bangalore (I Class).
- **B.Com.** (2007), Government Science College, Bangalore University (I Class).

Working Experience Details

- Assistant Professor, Dept. of MBA, BNMIT, Bengaluru, India, (2011 – Till date).
- Lecturer, Department of Commerce, BNES Degree College, Bengaluru (2010-2011)

Subject taught

Topics Taught: Consumer Behaviour, Sales Management, Strategic Management, Management & Organisational Behaviour, Integrated Marketing Communications, Rural Marketing, Marketing Management, Macro Business Environment, Management and Entrepreneurship

Research Publications:

In National & International Journals

1. Published Research Paper entitled “Branding Strategies for IT Industries in Bangalore City” in *International Journal of Research Review in Engineering and Management (IJRREM)*, Volume 2, Issue 3, March 2018, pp: 19-32 with E-ISSN-2278-6643.
2. Published paper entitled “A Comparative Study on Housing Loan Perception of Borrowers with respect to SBI and ICICI Banks in Bangalore City” in *International Education and Research Journal*, Volume 3, Issue 6, June 2017 with E-ISSN-2454-9916.
3. Published paper entitled “Past, Present and Future of Management Education In India” in *International Journal of Business and Administration Research Review*, Volume 1, Issue 9, Jan-March, 2015. Page 143 with ISSN-2348-0653.

Papers presented in International/National Conferences

1. Attended 1 day National Conference on “Neoteric Advances and Predicaments in Business Environment” and presented a paper entitled “A Contemporary Issue on Eco-Friendly Consumerism”, organised by Department of Management Studies, Global Academy of Technology, Bangalore on 23rd March 2017.
2. Attended 1 day National Conference on “Neoteric Advances and Predicaments in Business Environment” and presented a paper entitled “Geopolitics of Indian Ocean Region and its Impact on India”, organised by Department of Management Studies, Global Academy of Technology, Bangalore on 23rd March 2017.
3. Attended 3 days UGC Sponsored International Seminar on “Corporate Social Responsibility Initiatives for Inclusive and Sustainable Development” and presented a paper entitled “Corporate Social Responsibilities and Sustainable Practices” held at KBN College, Vijayawada, Andhra Pradesh from 19-21 February 2016.
4. Attended 2 day International Conference on Research in Business Management and Information Technology and presented a paper entitled “A Study on Corporate Social Responsibility Initiatives of Wipro Ltd” held at RNS Institute of Technology, Bengaluru on 29th and 30th April, 2015 and published in ELK Asia Pacific Journals, Vol.2, Pg. 376 with ISBN-978-81-930411-5-4.
5. Attended 2 day International Conference on Higher Education: Special Emphasis on Management Education and presented a paper entitled “Management Education in India – Current Scenario and the Way Forward” held at Justice K. S. Hegde Institute of Management, Nitte, Udupi on 29th and 30th December 2014.
6. Attended 2 day “National Conference on Market State and Society in Emerging India” and presented a paper entitled “An appraisal of various e-governance initiatives in Karnataka” held at Justice K. S. Institute of Management, Nitte, Udupi on 29th and 30th December 2013

Participation in Training courses/Seminars/Workshops

1. Attended 1 day Faculty Knowledge Program at ICFAI Business School on 20th July, 2018.
2. Attended 3 days Management Development Programme on “Psychometrics & Econometrics using R Language” organised by BNM Institute of Technology from 24th to 26th May 2018.
3. Attended 2 days National Workshop on “Statistical Tools for Research in Social Sciences” organised by Surana College, Bengaluru on 6th and 7th April, 2018.
4. Attended 6 days FDP on “Innovative Teaching Methods” conducted by National Institute of Technical Teachers Training & Research at BNM Institute of Technology, Bengaluru from 18th to 23rd July 2016.
5. Attended 6 days FDP on “3600 Approach to Competency Enhancement of Management Faculty”, organised by the Department of Management Studies, BNM Institute of Technology, Bengaluru from 11th -16th July 2016.
6. Attended 1 day Faculty Development Programme on “Intellectual Property Rights – Significance for Academia in Business & Research” at BNM Institute of Technology on 20th August 2015.
7. Attended 2 day Workshop on “Supply Chain Management: Best Practices and Challenges” held at BNM Institute of Technology on 19th and 20th March 2015.
8. Attended 5 day Workshop on “Entrepreneurship Development Programme” held at BNM Institute of Technology from 27th to 31st January 2015.
9. Attended 1 day FDP on “Research Methodology in Management & Social Sciences: A Skill Building Approach” held at SSR College of Science & Management Studies on 02/08/2014.

10. Attended 1 day FDP on “Enhancing Teaching Capabilities for Educators” held at Adarsh Business School on 10/04/2014
11. Attended 5 day FDP on “Research Methodology in Management & Social Sciences: A Skill Building Approach”, organised from 18/02/2013 to 22/02/2013 at JNNCE, Shimoga
12. Attended 3 day FDP on “Innovative Teaching & Effective Communication” organised by BNMIT held during July 18-20, 2012

Personal Details:

Date of Birth: 24 - 12-1984

Sex: Male.

Family Details:

Wife: Mamatha G

Daughters: Upeksha B & Nisha B

13th August 2018

Bharath Bhushan B