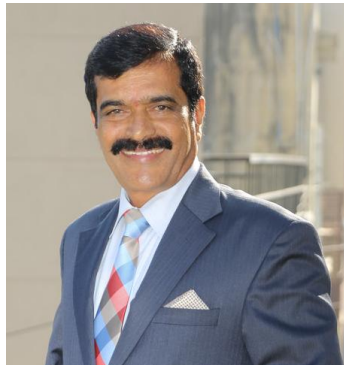


Faculty Profile

Name of Faculty	Dr. Maruthi Ram R.	
Department	MBA	
Qualification	MBA(HRM), MBA(Marketing), Ph.D.	
Designation	Professor & Head	
Area of specialization	Marketing & HRM	
Date of Joining BNMIT	08.02.2019	
Nature of Association (Regular/Contractual/Adjunct)	Regular	
e-mail	dr.rmram@gmail.com	
No. of years of Experience	Industry:27 Years Teaching: 10 Years Total: 37 Years	

Academic Qualifications

- **Ph.D. –(2011)**, Department of Studies in Commerce, Manasagangotri, University of Mysore, Mysore
- **MBA – (2012)**, MBA(HRM), Annamalai University, 67.18%
- **MBA –(1998)**, MBA(Marketing), Madurai Kamaraj University, 58.22%
- **B.Sc. –(1981)**, Bangalore University, 65.33%

- **M.Sc – Yoga(2011) Annamalai University, 76.50**
- **Post Graduate Diploma in Yoga(2009) 64%**

Working Experience Details

Teaching:

- Working as Professor & HOD, MBA Dept., BNMIT, Bengaluru, (From 08.02.19-till date)
- Professor & Director, Dept.of MBA, Cambridge Institute of Technology, (From 22.10.2018 to 31.1.19)
- Working as Professor and Head of General Management Department at RV Institute of Management, 4th T Block, Bengaluru,(From Dec2017 to 17.10.18)
- Worked as professor and Head of the Department, Postgraduate Department of Management Studies (VTU) in DSATM, Bangalore and VTU Ph.D Guide(July 2012 to Dec 2017)
- Professor & HOD, MBA (BU), Dayananda Sagar College of Management & Information Technology, Bengaluru,(Aug 2010 to July 2012)

- Professor & Head, in Nagarjuna college of Engineering and Technology (VTU), the Department of Management Studies,(Sept 2008 to July 2010)

Industry:

- Agro Dutch Industries Limited as General Manager Marketing, (Feb'2008 to Sept 2008.)
- India TIN Industries Ltd., Bangalore as Sales Manager- Cans, (Mar'2000 to Jan 2008)
- Shalimar Paints Ltd., Calcutta, as Regional Industrial Manager, (Jun'1999- March'2000)
- India Tin Industries Ltd., Bangalore as Sales Manager- Battery Jackets,(Mar'1998- Jun'1999)
- Shalimar Paints Ltd., Calcutta as Sr. Area Manager- Industrial Paints, (Nov'1991- Feb'1998)
- Mangalam Timber Products Ltd., Calcutta as Sales Executive, (Nov'1990- Oct'1991)
- MethodexInfres Ltd., New Delhi as Marketing Officer, (Apr'1987- Oct'1989.)
- Union Carbide India Ltd., Calcutta as Territory Supervisor, (Oct'1983- Mar'1987)
- Kerala Soaps & Oils Ltd., Calicut as Sales Representative(May'1981- Sep'1983)

Subject taught

- Sales and retail Management, Business Marketing,
- Rural Marketing, Integrated Marketing Management,
- Brand Management, International Marketing,
- Strategic Management, Marketing Management,
- Supply Chain Management,
- Organizational Behaviour, Principles of Management,
- Entrepreneurship and Small business,
- E-Marketing

Research Experience Details:

PH.D:

Awarded PhD in Management Studies on the topic "A Study of Competitiveness in Indian Paint Industry" under the guidance of Dr, Thimmarayappa, Department of Studies in Commerce, Manasagangotri, University of Mysore, Mysore, in the Year August 2011.

Achievements:

- Improved the cut off ranking of General Merit for MBA @ DSATM **from 10,500 to 1,900.**
- Served as a BOE member of VTU in 2014-15
- A sitting member of Board of Studies of MSRUCET, Bangalore
- BOS member in the Department of Mathematics, BMSE since 2017.
- Recognized Ph.D guide of VTU and presently guiding **Six Ph.D students.**
- A recognized Doctoral Thesis evaluator for Annamalai University.
- Has been a reviewer for VJMRJOURNAL, of The Oxford College of Business Management, Bangalore
- Chaired many sessions in National & International conferences and delivered keynote addresses and speeches in many Institutions and organizations.
- Authored two books of poems “**Akhilam Madhuram**” & “**Maanasa Geetham**” in Kannada & published in 2014-15. **Two more books**“**Manadangala**” and “**Bhavatharanga**”are in pipe line and ready for publication.
- Yoga and Pranayama teacher & a trainer at Yogashree yoga centre an NGO (Hindu SevaPrathistana), Girinagar for the past 15 years. Taken more than **3,000 free yoga classes**
- “**Commendation For Exemplary Service in Education Field**” Award by Rotary Club, Southwest Bangalore on 4th September 2018.
- Awarded “**Yogacharya**” award by Shiva shakthi yoga centre Bangalore in November 2013 & by BESCOM in 2015.
- Delivered free lecture classes and served the orphan children conducted by Hindu SevaPrathistana in the summer camps.
- Nominated as coordinator for Entrepreneurship Development Cell (EDC), at DSATM for 2014.

Research Publications:

I. In National & International Journals

International Journals:

1. Published an article entitled “Competencies & Preparedness of Organization to countenance generation Z” International Journal of Advance research & Innovative ideas in Education, ISSN No. 2395 – 4396, Vol 1 Issue 4-2015.
2. Published an article entitled “Transforming distribution – the key e-tail success in India” Asia Pacific Journals, New Delhi – 110 034, ISBN:978-81-930411-5-4, April 2015 Pp 238-240.
3. Published an article entitled “Influence of organizational culture on performance of middle level managers in IT sector” Asia Pacific Journals, New Delhi – 110 034, ISBN:978-81-930411-5-4, April 2015 pp 304 -307.
4. Published an article entitled “Future Shopping Malls, for Indian Shoppers – the e-tailing” Steward Business Review, Ranchi, ISSN 2320-9399, Jun 2014, Vol 1 Issue II, pp 148-151
5. Published an article entitled “Rurban Economics: We are buying cheap food at a huge price – An exploratory study of emerging retail markets within the emerging economics” International Journal of Management & Social Science Research Review, Bangalore – 83, ISSN 2349-6738, March – 2015, Vol 1 Issue 9 pp212 – 216.
6. Published an article entitled ‘A Study on Ethics and Challenges in Organised Retail in India’ International Journal of Research in Commerce & Management, ISSN 2231– 4245, March 2015

7. Published an article entitled “Corporate Energy management systems & societal inclusiveness – a study of cement companies listed in BSE 100 Index, International Journal of business & Administration Research review, ISSN No. 2347 – 856X, ISSN No. 2348 – 0653, April – June 2014, Vol 2, Issue 5, PP 158 – 162.
8. Published an article entitled “Ethics & Challenges of sustainability & growth in organized Retail of India” Pezzottaite Journals, ISSN (P) 2279 – 0934, April – June 2014, Vol 3, No. 2, PP 887 – 890.
9. Published an article entitled “Factors that hamper the growth of scale auto component manufacturers” Chaitanya Business Journal, ISSN No. 2277 – 6885, Sept 2013 – Feb 2014 Vol 2, Issue 2, PP 76 – 88.
10. Published an article entitled ““Factors influencing formulation of effective export marketing strategies in Indian auto component industry” International Journal of Research in Commerce & Management, ISSN 2231– 4245, Vol 4, (2014), Issue 05, May, pp 16-22.
11. Published an article entitled “Future Shopping Malls for Indian Shoppers – the e-tailing” Steward Business
12. Review, ISSN No.- 2320-9399, Issue-II, Vol-I, Dec 2013 - Jun 2014,pp 148-151.
13. Published an article entitled “A Study of Issues & Challenges with reference to the women empowerment in India” International Journal of Research in Commerce, Economics & Management,ISSN No. 2231-4245, Vol 3 (2013), Issue No. 02 (Feb), pp 78.
14. Published an article entitled “Indian Auto component Industry at Glance with special reference to Industry Structure & Export Business” Indian Journal of Commerce & Management Studies, ISSN No. 2249 – 0310, Vol IV, Issue 1(1), Jan 2013pp 63-68.,
15. Published an article entitled– “A Study of Competitiveness in Indian Paint Industry” Edited Synopsis of Ph.D Thesis, Dharana, **Bhavan’s International journal of business**, Bharatiya Vidya Bhavan, Race Course Road, Bangalore -1, July - Dec 2012, Vol 5, pp 130-142
16. Published an article entitled “Impact of Foreign paint companies on Indian paint market” Southern Economist, Bangalore, ISSN 0038-4046, May 2009.
17. Published an article entitled “Paint Industry in India and its prospects” Southern Economist, Bangalore, ISSN 0038-4046, July 2008, Vol 47, No.5, PP 36-38.
18. Published an article entitled “A Study on perceived environmental knowledge and attitude towards green purchase behaviour of Indian consumers” AIMA journal of Management and Research, May 2011.
19. Published an article entitled “Opportunities and strategies for successful restaurant business” Southern Economist, Bangalore, ISSN 0038-4046, April 2012, Vol 50, No23, PP 27-30.

Papers presented in International/National Conferences

International

1. Presented a paper entitled “Transforming distribution – the key e-tail success in India” International conference on research in Business Management & IT at RNSIT, Bangalore, on 29th April 2015.

2. Presented a paper entitled “Influence of organizational culture on performance of middle level managers in IT sector” International conference on research in Business Management & IT at RNSIT, Bangalore on 29th April 2015.
3. Presented a paper entitled “Corporate Energy Management Systems and Societal Inclusiveness – A Study of Cement Companies listed in BSE100 index” International Conference on “Financial Inclusion – From Obligation To Opportunity (ICFI – 2014)” at CMRIMS, Kalyan Nagar, Bangalore 560043 on 30th April 2014.
4. Presented a paper entitled “Significance of women empowerment in the Globalised India” International Conference **Adarsh Group of Institutes, Chamarajpet, Bengaluru on 15th March 2013.**
5. Presented a paper entitled “**The study of the influence of Facebook on the consumers in the process of sustainability and marketing of socially connected consumers**” International Conference, **Indian Institute of Management Calcutta on 28th to 30th December 2012.**
6. Presented a paper entitled “Changing Consumer Behavior in India in the back drop of Global business opportunities & challenges, PES Institute of Technology, The International Society for Competitiveness (ISC)
7. Indiana University of Pennsylvania, USA, on November 22 - 23, 2012.
8. Presented a paper entitled “Women Empowerment – Issues and Challenges” Donbosco Institue of Engineering and Managment, Bangalore, in December 2011.
9. Presented a paper entitled “A Study on HRM and Organizational change in various industries in Bengaluru city”**University of KELANIYA, Srilanka**, Kelaniya University Publication, Srilanka, ISBN 978-955-9044-95-6, in October 2011.
10. Presented a paper entitled “Management Mantras of Ramayana” Oxford College of Engineering, Bengaluru, Excel India Publishers, New Delhi, ISBN 928136115-0, in April 2011

National

1. Presented a paper entitled “Ramayana and Management” ISKCON, Bengaluru, Bharatiya Vidya Bhavan, Bengaluru-560 010 on July 8th 2018,
2. Presented a paper entitled “Management principles of Bhagavatham” ISKCON, Bengaluru,
3. Bharatiya Vidya Bhavan, Bengaluru-560 010 on June 18th 2017.
4. Presented a paper entitled “Innovative themes shaping organized retail an India perspective” Conference-Suprayoga 2017 at Global Academy Technology on 23rd March 2017.
5. Presented a paper entitled “Impact Of Environmental Contingencies On Total Quality Management” Conference-Suprayoga 2017 at Global Academy Technology on 23rd March 2017.
6. Presented a paper entitled “Application Of Ict In Knowledge Management – An Impetus To Organizational Change” National Conference on Convergence of Science, Technology and Management NCCSTM-2016 on , 5th May 2016.
7. Presented a paper entitled “Role of Social media in developing the Choice criteria and Decision making” National Conference on Convergence of Science, Technology and Management NCCSTM-2016 on 5th may 2016.
8. Presented a paper entitled “Indian Entrepreneur in Globalised India” National Conference on Convergence of Science, Technology and Management NCCSTM-2016 on 5th may 2016.

9. Presented a paper entitled “Nurturing Green Retailing: An insight into Indian Market Trends” National conference on Green technologies & Management at DSATM, Bangalore on 7th May 2015.
10. Presented a paper entitled “Significance of Green HRM with reference to recruitment & selection in organizations” National conference on Green technologies & Management at DSATM, Bangalore on 7th May 2015.
11. Presented a paper entitled “The Recent Trends in Organized Retail – a Study” The National Conference on “Recent Trends in Management” Dept of MBA, KS School of Engineering & Management, # 15, Mallasandra, Bangalore – 560062 on 29th May 2014.
12. Presented a paper entitled “Marketing mix strategies to match recent trends in rural marketing – a study” Vanijya Sammelana National Conference on “Recent Trends” SRN Adarsh College, 5th Main, Chamarajpet, Bangalore – 560 018 on 30th April 2014.
13. Presented a paper entitled “Innovative HR Practices the key to Success in Business – a conceptual Study” The National Seminar On Emerging Trends in Human Resources Management. Indian Academy School of Management studies, Hennur Cross, Hennur Main Road, Kalyan Nagar P. O, Bangalore-560 043 on 25th & 26th April 2014.
14. Presented a paper entitled “HR Issues, Challenges and Best Practices – a Conceptual Study” National Symposium on Innovative Practices in Management (NSIPM 2014), Acharya Institute of Technology, Department of MBA, Hesarahatta Main Road, Soldevanahalli, Bangalore-560 007 on 25th April 2014.
15. Presented a paper entitled “A study on Ethics & Challenges of sustainability & growth in organised retail in India” M.S. Ramiah college of Arts, Science & Commerce, New BEL Road, Bangalore – 54, in March 2014.
16. Presented a paper entitled “A Study on the challenges of sustainability & Growth in Organised Retail in India” PES Institute of Technology & Management, NH – 206, Sagar Road, Shivamogga -577 204, Karnataka, on 1st & 2nd March 2013.
17. Presented a paper entitled “Significance of Green Human Resource Management with reference to Recruitment and Selection in Organizations - A Study” Department of MBA, PES Institute of Technology, 100 ft Ring Road, Banashankari III Stage, Bengaluru – 560 085 on 10th October, 2012.
18. Presented a paper entitled “Problems, issues and challenges faced by the Indian Entrepreneur with special reference to the SMEs - A study” Department of Industrial Engineering and Management, Dayananda Sagar Institutions, Kumaraswamy Layout, Bengaluru – 560078 on September 27th, 2012.
19. Presented a paper entitled “Supply Chain Management in Rural Areas - A Study” National conference on “Marketing to Rural India” Department of MBA, PES institute of technology, Bangalore 560085 on 17th May 2012.
20. Presented a paper entitled “Disruptive Marketing is Innovative and Boon to the Consumers - a Conceptual Thought” National Conference On “Disruptive Marketing — The Way Forward?” by Dept. of Management programme CMR Institute of Management Studies, Bengaluru on 27th April, 2012.
21. Presented a paper entitled “Knowledge management – Opportunities and challenges in declining global economy” National Conference on "Rousing Enterprises in a Declining global economy: opportunities and challenges" by M.S. Ramaiah Institute of Management on 20th April 2012.
22. Presented a paper entitled “A Vision beyond Yoga therapy for pregnant women – A conceptual paper” National Seminar on “Caring the Women Womb onwards” By Division of Obstetrics & Gynecology, Rajah Muthiah Medical College Hospital & Center for Yoga Studies, Annamalai University, Annamalai nagar – 608 002 on April 12 & 13, 2012.
23. Presented a paper entitled “Motivation a Path to Corporate Excellence Issues and Challenges” PG Department of Management Studies & Research, Nagarjuna College of Engineering & Technology, Bengaluru on 31st March, 2012.

26. Presented a paper entitled “The impact of Global economic crisis on India and other countries – a Conceptual Study” Rajarajeswari College of Engineering, #14, Ramohalli Cross, Kumbalagodu, Mysore Road, Bengaluru-560074, ISBN 978-93-5051-634-8, Himalaya Publication House on 15th & 16th March, 2012.
27. Presented a paper entitled “Impact of Information and communication technology (ICT) in education – A study conducted in Bengaluru City, KBS Khandala Research Conference, Kohinoor Global Campus, Old Pune – Mumbai Highway Khandala – 410301, Pune District, Maharashtra, India on February 3rd 2012.
28. Presented a paper entitled “Innovative competitive advantages for the successful Restaurant Business” Presidency Collage, Bangalore on December 2011.
29. Presented a paper entitled “Innovative HR Practices – A key for retaining Generation Y Employees” PES Institute of Technology and Management in September 2011.
30. Presented a paper entitled “Public Relations Strategy” Sahyadri College of Engineering and management, Mangalore” in February 2011.
31. Presented a paper entitled “The impact of Rewards and Recognition in Bangalore B-Schools – A Study” Sahyadri College of Engineering and management, Mangalore, in February 2011.

Invited Talks Delivered:

Delivered a guest lecture on “Know and Know” not a talk addressing B.Com Students, SJCIT Chikkaballapur on 29th January 2019.

Delivered a guest lecture on “ Mind and Life” as per DVG at Rotary Club, Lalbagh, Bengaluru on Dec 2018.

Delivered a guest lecture on Pathanjali Yoga Sutra” at Mahalakshmi Yoga Kendra, Mysore on 6.11.2018.

Delivered a lecture as Resource Person in PG Inauguration & Orientation, East West Institute of Technology, Bengaluru – 560 091 on 25.10.2018.

Delivered a lecture as Resource person in **Induction Program**, Bangalore Institute of Technology, Bengaluru – 560 004 on 11.10.2018

Delivered a lecture as Guest of Honour in ‘**Valuers Day celebration**’ by The Institution of valuers, Bengaluru, on 07.10.2018

Delivered a lecture as **Chief Guest & Resource person in “Yoga Vijay”**, Inauguration of Yoga Chapter, and work shop on 28th September 2018.

Delivered a lecture in **Inauguration of M.Com** at “APS College of Post-graduation, N R Colony, Bengaluru on 6th September 2018.

Delivered a lecture as Resource person in **Orientation program** - The significance of Life and Management Dayananda Sagar Business Academy, Udayapura, kanakapura Road, Bengaluru – 560 082 on 05.07.2018.

Delivered a lecture as **Chief Guest / Keynote speaker in Academic Inaugural Function-Parichaya 2018-19**, Hoysala Pu College, Nelamangala on 31st May 2018.

Delivered a lecture as Resource person in **Research paper presentation session** - Researchers course in Commerce & management, Bangalore University – UGC – HRDC on 21st December 2017.

Delivered a lecture as Resource person at **International Yoga Day Celebration**, Raja Rajeswari College of Engineering, Mysore Road, Bengaluru – 74 on 21st June 2017.

Delivered a Guest Talk on “ happiness through Yoga”, Raja Rajeswari College of Engineering, Mysore Road, Bengaluru on 14th April 2017.

Delivered a lecture as delegate at **International Conference on Better Business Practices for sustainable social change**, Justice K S Hegde Institute of management, NITTE – 574 110 on 29th& 30th December 2008.

Participation in Training courses/Seminars/Workshops

Attended an **International Conference** at CBSMS, Bangalore, on 29th September 2018.

Attended **FDP** – “Customer Experience Management”, at RVIM, 4th T Block, Jayanagar, Bengaluru on 10th August 2018.

FDP - Enhancement of quality & Innovations in Presenting Dissertation, CBSMS, Bangalore University on 20.04.2018.

Research Design & Statistical Analysis Using SPSS, Dayananda Sagar Business Academy, Udayapura, kanakapura Road, Bengaluru – 560 082 on 29th and 30th June 2017

One day Symposium on Emerging Issues in Accounting, Global Academy of Technology, Bengaluru – 560 85 on 8th December 2016.

National Workshop on Accreditation Process for Technical Institutions, JSS Academy of Technical Education, Bengaluru – 560 060 on 26th and 27th August 2016.

Seminar on International Assembly for collegiate Business, Dayanandasagar Business Academy, Udayapura, kanakapura Road, Bengaluru on 26th April 2016.

One day Workshopp on Accreditation – A competitive Tool, Dayanandasagar Business Academy, Udayapura, kanakapura Road, Bengaluru on 16th December 2015.

HloyKailashManasasarovarYatra, The Trekkers Society Pvt. Ltd, Naya bazar, Kathmandu, Nepal on 30th June 2014.

One day workshop on Research methodology and guidance skill for Management Teachers, Canara Bank School of management Studies, Bengaluru on 6th may 2012.

Workshop on Recent Advances in research Method & data Analytical Tools, All India Management Association on 23rd and 24th October 2010.

Two day workshop on Frontiers of Research Methodology in management science, Nagarjuna College of Engineering & Technology, Bengaluru – 562 110. on 29th& 30th October 2009.

Personal Details:

- **Date of Birth: 19.07.1959** ; **Sex: Male.**

- **Family Details:**

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- Passport Number: L5713197

Date 18.02.2019

Name Dr. Maruthi Ram.R,