



## Dr Raghavendra G S

Assistant Professor

**Specialization:** Marketing

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### Qualification

- DLitt
- PhD
- MPhil
- PGPM
- MBA
- BBM

### Work Experience – 11 Years

- 2020 – Present  
Assistant Professor -  
Center for  
Management  
Studies, Jain  
(Deemed-to-be  
University)
- 2018 – 2020  
Managing Director -  
Geloof Industries  
Pvt Ltd, Bangalore
- 2016 – 2017  
Regional Manager-  
Sales for SX Sports  
Pvt Ltd (Zeven),  
Bangalore
- 2015 – 2016  
Regional Manager –  
Sales & Marketing  
for Feedwiser.com,  
Bangalore
- 2012 – 2015  
Senior Manager –  
Sales for Avni  
Energy Solutions Pvt  
Ltd, Bangalore

### Career Summary

Dr Raghavendra G S holds PhD in Management from University of Mysore. Currently he is working as an Assistant Professor at Center for Management Studies, Jain (Deemed-to-be-University). He has more than 11 years of experience in corporate and 8 years in research. He has worked as Director – GIPL. He is also a Recipient of Doctor of Letters (DLitt) from International Economics University (IEU), Maldives (approved by the SAARC Countries) in the field of Management, 'Young Social Scientist' Award from University of Mysore, 'Best Researcher' Award from Naresuan University of Thailand and 'Best Publication Award' (IKE Global Award) from 'Research Gateway'. He is also a Reviewer and Member of Editorial Board for various National and International Journals.

### Research Interest

Market Analysis, Marketing Strategies, Digital Marketing, Retail Marketing, Distribution Structure and Sales Force Management.

### Research Publications

SN	Title	Journal No./ Issue Vol. No.	Scopus	Year
1	Digital Marketing Plan: An Alternative Framework for Sports Products	International Research Journal of Management Sciences & Technology ISSN: 2250-1959 ISSN-L:2250-1959, Impact Factor: 6.231	No	2017
2	Security Troubles in E-Commerce Website	International Journal of Computer Engineering & Technology (IJCET), ISSN Print: 0976-6367, ISSN Online: 0976-6375, Volume 8, Issue 4, IF : 9.350	Yes	2017
3	Composition of Online Marketing Communication Channels	International Journal of Research and Computational Technology(IJRCT), ISSN: 0975-5662, Vol 9, Issue 2, IF : 4.126	No	2017
4	Developing Surveillance Challenges in Internet of Things (IoT)	International Journal of Advanced Research in computer Science (IJARCS) , ISSN : 0976-5697, Vol 8, Issue (Sep-Oct), ICV:81.45. SJIF:7.231	No	2017
5	Digital Web Marketing Strategies for Sports Products	International Journal of Academic Research and Development. ISSN: 2455-4197, Impact Factor: RJIF 5.2	No	2018

- 2005 – 2008 Sales Manager – Micro Silicon Technologies, Bangalore

**Member on Committees / Editorial Boards**

**Reviewer**

- MERC Global's International Journal of Management (Scopus-Indexed, ISSN 2321-7278 (Print) and ISSN 2321-7286 (Online))

- Journal of Management Research and Analysis, ISSN: 2394-2770 UGC Approved Journal Number: 63796, IF: 6.303

- Journal of Emerging Technologies and Innovative Research, (An International Open Access Journal, Peer-reviewed, Refereed Journals), ISSN: 2349-5162 | UGC approved Journal no 63975

- Advances in Science, Technology and Engineering Systems Journal (ASTESJ), Bimonthly Peer-Review Journal (ISSN: 2415-6698)

- International Journal of Creative Research Thoughts – IJCRT (International Peer-reviewed, Open Access Journal and Refereed Journals), ISSN: 2320-2882 |IF: 7.97

<b>6</b>	Concept Sprint To Enhance Client Encounter Advancement	Journal of Emerging Technologies and Innovative Research, JETIR1809633, Volume 5, Issue 9, ISSN-2349-5162, Impact Factor 5.87	No	2018
<b>7</b>	Perceptive Planning for Smart Healthcare Systems through the Internet of Things (IoT)	MERC Global's International journal of management. ISSN 2321-7278 (Print) and ISSN 2321-7286 (Online). ICV: 78.70, Impact Factor: 10.147, Vol 7, Special Issue 1, May, pp.154-158	Yes	2019
<b>8</b>	Data Encryption as Security Measure in IoT Enabled Healthcare	<a href="https://www.springer.com/gp/book/9789811552236">https://www.springer.com/gp/book/9789811552236</a>	Yes	2020
<b>9</b>	Advanced Challenges in Retailing of Sports Products from Mysuru, Karnataka State	Journal of Emerging Technologies and Innovative Research, JETIR2004199, Volume 7, issue 4, ISSN-2349-5162, Impact Factor 5.87	No	2020
<b>10</b>	Internet of Things (IoT) Constructed Individual Healthcare in Smart Spaces through the RFID Technology	International Journal of Research and Analytical Reviews (IJRAR), IJRAR_218472, Volume 7, Issue 2, E-ISSN 2348-1269, P-ISSN 2349-5138, IF: 5.75	No	2020
<b>11</b>	Internet of Things – Reinventing Business Models of Essential Services	Springer	Yes	2020
<b>12</b>	ICT for Good Governance: Evidence from Development Perspective	Springer	Yes	2020

**Articles / Case Studies**

-NIL-

**Consultancy / Projects**

**Projects:**

- “Marketing Strategy for Lubricants among Fleet Owner segment” at Regional office, Direct sales, Hindustan Petroleum Corporation Limited, Bengaluru.
- “Customer preference and experiences with mobile phone services J.P. Nagar, Bengaluru” at Leoxsys Network Pvt Ltd.
- “Customer satisfaction After sales and service Nandi Toyota” at Motor World Private Limited, Kudlu Gate, Hosur road, Bengaluru.
- “Post purchase behavior of consumers towards Hyundai Products” at Trident Automobiles (P) Ltd, Seshadripuram, Bengaluru.
- Mobile Marketing: Brand performance and implication on brand identity a case study of ADDIDAS, NIKE & PUMA.
- A project report on “Brand awareness towards Airtel mobile connection” at Saroj

### **Editorial Boards**

- International Journal of Management (IJM – Scopus-Indexed) ISSN:0976-6502
- International Journal of Advanced Research in Management (IJARM – Scopus-Indexed) ISSN : 0976 – 6324
- International Journal of Marketing and Human Resource Management (IJMHRM-Scopus-Indexed) ISSN:0976-6421
- Journal of Management (JOM – Scopus-Indexed) ISSN : 2347-3940
- International Journal of Scientific & Engineering Research -IJSER (ISSN 2229-5518)
- International Journal of Multidisciplinary Research and Publication (IJMRP)

### **Professional Memberships**

- Institute for Systems and Technologies of Information, Control and Communication (INSTICC)
- Central and Eastern European Online Library (CEEOL)
- Internet Society (ASIA SPECIFIC)
- Elsevier

Communication, J.P.Nagar, Bengaluru.

- “Build Brand Associations & Partnerships via Key Marketing Initiatives” at Mittle Sharma Media Associates, Bengaluru.
- A project report on “ Customer perception & preference towards multiplexes” in Bangalore

### **Books / Chapters**

- Chapter in Book titled “Smart Trends in Computing and Communications: Proceedings of SmartCom 2020” ISBN: 978-981-15-5224-3.

### **Activities**

#### **Workshop:**

S.N.	Workshop	Name of Institute	Year
1	National Consultative Workshop on Economic Development and Income Enhancement in Rural Areas through Panchayats & Capacity Building of PRI's	Ministry of Panchayati Raj, NIRD & Pr Hyderabad and ANSSIRD & PR Mysuru.	2019
2	Training of Trainers (ToT) Program on Unified PES Portal and e-Panchayat Applications	Ministry of Panchayati Raj, ANSSIRD & PR, SIUD, Mysuru	2020

#### **FDPs:**

S.N.	Faculty Development Program	Name of the Institute	Year
1	Faculty Orientation Program on ‘Business and Industry’	Canara Bank School of Management & Surana College	2014
2	Two Day Faculty Development Program On “Application of statistical tools in social sciences and business research with SPSS”	CIMS B School	2014
3	State level Faculty Development Programme on the theme “Impact of research on Teaching and Learning Process”	Noble School of Business &	2015
4	One-day Faculty Development Programme (FDP) on “Management Simulation”.	Institute Of Management - Christ University	2015
5	Five day National Level Faculty development programme on Artificial Intelligence	CMR Engineering College, Hyderabad.	2020

### **Recognition / Awards**

- “Best Publication Award” in the field of Management by Research gateway Innovation and Knowledge Excellence (Global Award) in association with SPHERT.
- “Best Researcher” for Excellence in the field of Research – Jointly organized by Karnataka State Planning Board, Development Research Foundation, Naresuan University, Thailand and St.Philomena College.
- “Young Social Scientist “for Excellence in the field of Social Science Research – Jointly organized by University of Mysore, Karnataka state Planning Board, Development Research Foundation and ISBR.
- Implemented Loyalty program for Jubilant Retail (Total Mall).

- Market research for MRG group (Banjara Melting pot, Koramangala)
- PGPM (2011-2013) – Gold Medal from Noble Institution.
- MBA (2011-2013) – Gold Medal for academic excellence from NI.
- Awarded as Academic Topper for MBA (2011-2013) Batch.
- Awarded as Best Outgoing Student for MBA (2011-2013) Batch.

### **Seminar/ Conferences Attended**

<b>S.N.</b>	<b>Title of Conference</b>	<b>Name of the Institute</b>	<b>Year</b>
<b>1</b>	International Conference on IOT	APS College of Engineering, Bengaluru	2016
<b>2</b>	International Conference on Systemics, Cybernetics and Informatics	State Gallery of Art, Kavuri Hills, Hyderabad	2017
<b>3</b>	International Conference on Challenges and Opportunities for Sustainable Rural Development	University of Mysore, Senate Bhavan, Manasagangotri Campus, Mysore on August 28th & 29th.	2017
<b>4</b>	International Multidisciplinary Conference on Educational Development and Social Welfare.	St Philomena's First Grade College, Hassan	2018
<b>5</b>	International Conference on Emerging Trends in Engineering, Science and Technologies	Balaji Institute of Science and Technology, Warangal	2018
<b>6</b>	International Conference on Global Convergence of New Age Business Practices & strategies	Mt. Carmel College, Autonomous, Bangalore	2018
<b>7</b>	State level conference on Digital Marketing in India: Challenges Ahead	Vidhyavardhaka First Grade College, Mysore	2018
<b>8</b>	National Conference on Digital Revolution and Management	B.N.Bahadur Institute of Management Sciences, UOM – Manasagangothri, Mysore	2018
<b>9</b>	International Conference on Global Innovative Research Dimensions.	Seshadripuram Academy of Business Studies	2018
<b>10</b>	International Conference on Green Computing & Internet of Things.	Global Academy of Technology, Bengaluru	2018
<b>11</b>	International Conference on New Horizons of Industrial Revolution 4.0	B.N.Bahadur Institute of Management Sciences, UOM - Manasagangothri, Mysore	2019
<b>12</b>	National Conference on Shift in Indian Business Environment	JSS Centre for Management Studies, Mysuru	2019

<b>13</b>	National Conference on Recent Advancement in Computer Science (CON – RACS 2019)	Mahatma Gandhi National Institute of Research and Social Action, Hyderabad	2019
<b>14</b>	International Conference on Problems and Prospects of Higher Education	Tamalika Ponda Seth Academy of Higher Studies	2019
<b>15</b>	International Multidisciplinary Conference on Issues and Challenges in Higher Education	Janna Jyothi Auditorium	2019
<b>16</b>	National Conference on Dynamics of Hindu Temple Architecture	Jawaharlal Nehru Institute of Advanced Studies School of Planning and Architecture, Hyderabad	2020
<b>17</b>	International Conference on Smart Trends for Information Technology and Computer Communications	Hotel Novotel Bangkok on Siam Square, Thailand	2020
<b>18</b>	International Conference on ICT for Sustainable Development	Panaji, Goa	2020
<b>19</b>	International Conference on Information & Communication Technology for Competitive Strategies (ICTCS-2020)	Jaipur, Rajasthan	2020