



Mr. Sunil R Hegde

Assistant Professor

Specialization: Marketing

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Qualification

- MBA
- NET
- K-SET
- BBA

Work Experience

- 2019-Present
-Assistant Professor
- Center for Management Studies, Jain (Deemed-to-be University), Bangalore
- 2018-2019
-Implementation Engineer - Grey Tip Software Pvt Ltd
- 2016-2018 -
Entrepreneur -Kaushal Academy

Courses Facilitated

-NIL-

Member on Committees / Editorial Boards

- Conference:
2019-Present

Professional Memberships

-NIL-

Career Summary

Sunil R Hegde is an Assistant Professor at Center for Management Studies, Jain (Deemed-to-be University). His objective behind choosing the teaching career is to impart adequate knowledge of the subject-matter and shape the students' career. He worked in Corporate/Self-Business for almost two years. His areas of research interest are Marketing Management, Human Resource Management, and Entrepreneurship Development.

Research Interest

Brand Management

Research Publications

| S.N. | Title of Paper | Journal Name | Impact Factor | ISSN | Scopus Indexed | Year |
|------|--|---|---------------|-----------|----------------|------|
| 1 | The Role of Birth order in the Emotional Intelligence of Mass Communication Students | International Journal of Management, Technology and Engineering | 6.3 | 2249-7455 | No | 2020 |

Articles / Case Studies

- NIL -

Consultancy / Projects

- NIL -

Books / Chapters

| S.N. | Title of Book | Publisher | ISBN |
|------|---------------------------|--------------------|----------------|
| 1 | 360 Degrees of Journalism | Amazon Publication | 978-1659624755 |
| 2 | Conflict Management | Notion Press | 978-1648920608 |

Activities

| S.N | Activity | Title | Year |
|-----|---|--------------------|------|
| 1 | Happily, Retired – Retirement Benefits from Finance Perspective | National Level FDP | 2020 |
| 2 | Innovative Teaching Pedagogy in Education for Gen Z and Gen Alpha in the Era of Information Explosion | National Level FDP | 2020 |
| 3 | Trending Teaching for Participation and Performance | National Level FDP | 2020 |

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|---|--|--------------------|------|
| 4 | Created and Conceptualized CMS Chronicle | Journalism Day | 2020 |
| 5 | Creating New Knowledge-Blend of Research and Data Analysis | National Level FDP | 2020 |
| 6 | Faculty Development Programme | New Age Teaching | 2020 |
| 7 | Inquest of Research-SPSS and AMOS | National Level FDP | 2020 |
| 8 | Mental Wellbeing - Identifying Signs of Stress/Illness and Self-Care in Care Giving Profession | National Level FDP | 2019 |

Recognition / Awards

Academic Excellence Award by MSNM Besant College

Seminar Conferences Attended

| S.N. | Title of Conference | Institute Full Name & Location | Paper Presented | Year |
|------|--|---|--|------|
| 1 | Exploring Innovative Management Practices to Achieve Make in India | MSNM Besant Institute of PG studies Mangalore | The Future of Green Products Under Make in India Concept | 2016 |

Online Certifications:

| S N | COURSE | UNIVERSITY | YEAR |
|-----|--|--------------------------|------|
| 1 | International Business-II | University of New Mexico | 2020 |
| 2 | International Business-I | University of New Mexico | 2020 |
| 3 | Emotional Intelligence and Leadership | ISB, Hyderabad | 2020 |
| 4 | Negotiation, Mediation, and Conflict Resolution - Capstone Project | ESSEC Business School | 2020 |
| 5 | Intro to International Marketing | Yonsei University | 2020 |

Webinars-FDP/MDP

| S N | FDP/MDP-WEBINAR | INSTITUTION | YEAR |
|-----|--|--|------|
| 1 | Mindfulness for Educators | Center for Management Studies, Jain (Deemed-to-be University) | 2020 |
| 2 | Managing Stress During Uncertain Times | Center for Management Studies, Jain (Deemed-to-be University) | 2020 |
| 3 | COVID-19 Crisis: The Global Economy Reshaping | Center for Management Studies, Jain (Deemed-to-be University) | 2020 |
| 4 | Paradigm Shift in Teaching Pedagogy - Post COVID-19 | Center for Management Studies, Jain (Deemed-to-be University) - IQAC | 2020 |
| 5 | Goal Setting That Cannot Fail | Center for Management Studies, Jain (Deemed-to-be University) | 2020 |
| 6 | One-Day National Symposium on Supply Chain Management in the Crisis of COVID-19 Pandemic | Seshadripuram College, Bangalore | 2020 |
| 7 | Managing Your Finances & Investments During COVID 19 | SSMRV College | 2020 |
| 8 | COVID-19: Implications for the Economy | Center for Management Studies, Jain (Deemed-to-be University) | 2020 |
| 9 | Marketing During COVID-19 | Center for Management Studies, Jain (Deemed-to-be University) | 2020 |
| 10 | Crafting the Post-COVID Bounce Back | Center for Management Studies, Jain (Deemed-to-be University) | 2020 |
| 11 | Information Systems During | Center for Management Studies, Jain | 2020 |

| | | | | |
|----|--|---|---|------|
| | | and After the COVID-19 | (Deemed-to-be University) | |
| 12 | | Impact of COVID on Entrepreneurship | Center for Management Studies, Jain (Deemed-to-be University) | 2020 |
| 13 | | Digital marketing 101 | IIDE | 2020 |
| 14 | | Inquest of Research - SPSS and AMOS | Center for Management Studies, Jain (Deemed-to-be University) | 2020 |
| 15 | | Creating New Knowledge: A Blend of Research and Data Analysis | Center for Management Studies, Jain (Deemed-to-be University) | 2020 |