

## *Curriculum Vitae*



**Dr. RAMKISHAN.Y (RAMKI)**

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**Career Objective:** to excel myself in a Leadership role in a Business School, to shape the higher educational institutes to reach new frontiers in excellence in rankings, academic rigour, increasing placement outreach and industry connect with my dedication, team management skills and determination.

### **EDUCATIONAL QUALIFICATIONS:**

- 2010 - PhD Bharati Vidyapeeth University, Pune, Maharashtra on the topic “Effectiveness of Conventional and Non-conventional Media tools in Rural Maharashtra”
- 1995 - MBA in Marketing from Gandhi Institute of Technology and Management (GITAM) from Andhra University.
- 1991 - B Com in Cost & Management Accounting from SKVT Degree College affiliated to Andhra University.

### **TEACHING EXPERIENCE: Total Teaching Experience 25 Years**

- Currently working for The K.J. Somaiya Institute of Management as Professor in Marketing. The association with the institute started since 1<sup>st</sup> January 2007, for both PGDM/MBA & Part Time courses teaching courses like Rural & Agricultural Marketing, Retail Management, Supply Chain Management, Event Management, and Sales & Distribution Management.
- Prior to that - Worked for the IES College of Management Studies & Research – Bandra, Mumbai as Assistant Professor – Marketing between 2005-2007 teaching courses like Rural Marketing, Retail Management, Event Management, Sales & Distribution Management.
- Worked as BMS Co-ordinator for VES College of Arts, Science and Commerce, Chembur, Mumbai from 2003- 2005 as Programme Co-ordinator for managing the day-to-day operations of the programme and teaching courses like Marketing management, Business Environment, Advertising and Sales Promotion and Rural Marketing

## **AWARDS & HONOURS:**

- Awarded the Best Marketing Faculty Award by ICBM – AMP Academic Excellence Awards in the year 2018.
- Awarded the Best Marketing Faculty –Dr. Sarvepalli Radhakrishnan Best Teacher Award by Centre for Professional Advancement in the year 2021.
- Certified Business Consultant from AIMA, New Delhi in 2023.

## **RESEARCH:**

***Research Papers total Published till date - 3 ABDC (B) 6 Scopus, 1 in UGC Care Journal***

- A Study on Consumers Attitude towards Online Grocery Shopping in Covid19 Pandemic was published in 2021 in the Journal Academy of Marketing Studies (B Category in ABDC)
- Socially Responsible Marketing and Brand Switching Behaviour: Insights from FMCG Industry during COVID-19 pandemic was published in 2021 in the Journal Academy of Marketing Studies (B Category in ABDC)
- The Role of Micro Influencers in the Consumer Decision-Making on Budget Hotels in the Indian Context published Scopus Journal IFIP in 2024 (Scopus)
- Published a Research Paper on Customers' Imprint about Cause Related Marketing Driven through Experiential Marketing along with Dr. Abha Wankhade in Annals of "Dunarea de Jos" University of Galati Fascicle I Economics and Applied Informatics in 2019. It is a "C" Category Publication.
- Published a Research Paper on Coronavirus (COVID-19) and Higher Education: Contemporary Perspectives along with Dr. Doel Mukherjee in 2020 in SIES Journal of Management Special Issue.
- Working in Collaboration with Dr. Prasanta Dey, Head – Supply chain Management at Aston University, Birmingham, UK in Supporting Livelihoods of Etikoppaka Tribal Art form (Toys) through Marketing support and Supply Chain Activation to reach Global Markets.

## **PUBLICATIONS: 4 textbooks in the market and 3 more in the pipeline**

*Authored the following textbooks on*

- Rural & Agricultural Marketing (Jaico Publishers)
- Management of Co-operatives (Jaico Publishers)
- International Retail Marketing Strategies (Jaico Publishers)
- Strategic Brand Management (Ane Books Ltd)
  
- Sports Marketing (S. Chand Pvt Ltd) releasing in 2025
- Case Study Method (S. Chand Pvt Ltd) releasing in 2025

- Marketing with Mahabharat (S. Chand Pvt Ltd) releasing in 2026
- MARTECH (Jaico Books) releasing 2025

***Patent Filed: 1 and one more in the pipeline (Go-to-Market Strategy)***

Application No: 202421030040

Title: Robotic Integration Method for Enhancing Business Operations across Sectors.

***Case Studies published and under review: 7 Case Studies in total***

- Ambition Coaching Classes – Published in Routledge (Taylor & Francis company) in the year 2024.
- Won the Best-Case Study Award at 3<sup>rd</sup> International Case Conference hosted by the Universal AI University at Karjat, Navi Mumbai. This case study will be subsequently published in IVEY Case Publishing in 2025.
- 4 Case Studies under Review in Harvard Business Case Publishing – Steamy Mugs, Paithani Sarees, Mojo Bars, Awenest
- 2 Case Studies under review at the Case Centre, UK – ICICI Videocon, EtikopakkaToys

**MDP & FDP's**

***Conducted MDP Programmes as follows:***

- Retail Training at Shoppers Stop World of Titan, First Cry, and Croma etc.
- Corporate Training for INS Hamla Special Officers - Malad, Mumbai on the topic CRM for Indian Navy.
- Conducted Sales Training for companies like LIC, Protego
- Trained almost 50 Corporates in the field of Marketing (Corporate Training)

***Conducted FDP Programmes as follows:***

- Case Study Writing and Publishing at IIAM institute in Visakhapatnam, on 26<sup>th</sup> & 27<sup>th</sup> December 2023
- Case Study Writing and Publishing at GITAM School of Business, GITAM University, Visakhapatnam, on 18<sup>th</sup> & 19<sup>th</sup> February 2024
- Case Study Writing and Publishing at GITAM School of Business, GITAM University, Visakhapatnam, on 23<sup>rd</sup> & 24<sup>th</sup> April 2024

**ADMINISTRATIVE RESPONSIBILITIES:**

- Member of the Case Research Centre at KJ Somaiya Institute of Management, since its inception in 2021. Played a crucial role in bringing the tie-up with Harvard Case Publishing, Richard Ivey Case Publishing and the Case Centre, UK.

- Handled Retail Programme Coordinator, Part-Time Coordinator, and Controller of Examinations, Student Council, Guest Lectures and Industrial Visits. Also, a part of Convocation Committee and Guest Relations Committee, Developed New Courses like Event Management, Food Retailing, Social Marketing.
- Handled EUROMED Conference in the year 2019 for KJ Somaiya Institute of Management. Handled the event planning and execution for Hospitality, Logistics, and Creative concepts.
- Serving as Board of Studies (BOS) member in SK Somaiya College (constituent institute of Somaiya Vidyavihar University) since 2020.
- Serving as Board of Studies (BOS) member in Atlas Skill Tech University, Mumbai, since 2021.
- Curriculum Task Force Senior member at Sri Balaji University, Pune from 2018 onwards.

**REFERENCES:**

Will be provided on request.

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