

## CURRICULUM VITAE

### **SHEENA**

Associate Professor and Head  
School of Humanities, Social Sciences and  
Management  
National Institute of Technology Karnataka (NITK)  
Srinivas Nagar-575025  
Surathkal, Mangalore  
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### **Areas of Research Interest**

Strategic Brand Management  
Marketing Research  
Tourism Studies  
Social Psychology  
Organizational Behaviour and Industrial Psychology

### **Educational Qualifications:**

1. University of Calicut, Kerala, Doctor of Philosophy, March 2011. Major Field: Commerce, Minor Field: Brand Management (Marketing)
2. UGC–NET- EFL, UGC, N.Delhi, December 2000
3. University of Calicut, Kerala, Master in Commerce (2001). Major Field: Marketing
4. IGNOU, N.Delhi- Master in Business Administration, 2007. Major Field: Human Resources Management, Minor Field: Marketing
5. MA in Psychology - IGNOU, N.Delhi, December 2020
6. Post Graduate Diploma in HRM, IGNOU, N.Delhi ,2006
7. Post Graduate Diploma in Management, IGNOU, N.Delhi – 2004
8. Bachelor in Education (2002). University of Calicut, Kerala, Major Field: Commerce

9. Bachelor in Commerce (1999) , University of Calicut, Kerala,. Major Fields: Business Management, Marketing, Income Tax.

## Work Experience

Head of the Department, School of HSSM, NIT Karnataka (January 25<sup>th</sup>, 2023 – present)  
Associate Professor in Marketing, National Institute of Technology, Surathkal : (May 16<sup>th</sup> 2018 – till present )  
Assistant Professor in Management, National Institute of Technology, Surathkal, Mangalore : (Dec 6<sup>th</sup> , 2012 - May 15<sup>th</sup> 2018)  
Assistant Professor in Commerce, Pondicherry University – A Central University : (July 8<sup>th</sup> 2009 – Nov 30<sup>th</sup> 2012)  
Assistant Professor in Commerce, PSMO College, Tirurangadi, Kerala : (Jan 2009- June 2009)  
Assistant Professor in Commerce and Management, University of Calicut, Kerala – (April 2004- August 2007)  
Lecturer in Commerce, Farook College, Calicut, Kerala – (July 2003- March 2004)

## Research and Publications

### Thesis/Dissertation

Ph.D. Thesis: A Study of Brand Extension Decisions on Existing Brands and New Product Acceptance in the Indian Consumer Product Market, University of Calicut, 2011 (unpublished)

## Research Projects

1. Textile Branding: A Study of handloom industry, a consultancy study carried out and submitted to Mascot Industries, Kannur, Kerala, 2006
2. Project on Impact of Technology Revolution in the Handloom Sector – Problems, Prospects and Challenges sanctioned by **TEQIP-II**, by granting a financial assistance of Rs.5,50,000/- (Completed and report submitted on March 2017)
3. **UGC Major Project** on Mitigation of Tribal Suicides through Economic Empowerment: Evaluating the functional roles of the governments and NGOs in eradicating the social, educational and economic backwardness among the Paniyans of Kerala sanctioned by

University Grants Commission, New Delhi by granting a financial assistance of Rs.6,02,500/- (Completed on January 2017)

4. **Project** on Women Entrepreneurship and Tourism Development: A Study with special reference to SHGs in Karnataka and Kerala sanctioned by the **Indian Council of Social Science Research (ICSSR)** by granting a financial assistance of Rs.6,00,000/- (Completed on December 2015)
5. **ICSSR-IMPRESS** Major Project on BRAND INDIA: THE FUTURISTIC MEDICAL TOURISM HUB – A “MAKE IN INDIA INITIATIVE” sanctioned by the Indian Council for Social Science Research by granting a financial assistance of Rs.800,000/- (Ongoing from 2019)
6. Research Project titled , “EXPLORE – Experiential Learning Online Reengineering” sanctioned by **PALS (Alumni Association of IIT Madras)** on Experiential Learning through Virtual Labs by granting a financial assistance of Rs.24,00,000/- for a period of four years (2020-2024)

#### **CONSULTANCY PROJECTS:**

1. Awarded consultancy project from Mangalore Refineries Petroleum Limited for Rs. 8,85,000/- (Rs.7.5 lacs +GST) for organizing MDPs for the senior cadre employees on Emotional Empowerment and Transformational Leadership. (2017)
2. Awarded a consultancy project from Thumbi Labs for Rs.2,50,000/- plus GST for finding energy solutions to social problems in various industrial sectors. (ongoing).

#### **AWARDS/RECOGNITIONS/CITATIONS:**

##### **AWARDS:**

- Received the “Outstanding Woman in Management Award” - major area of study in Marketing from the Centre of Advanced Research and Design, Venus International Foundation, Chennai, India on March 6<sup>th</sup> , 2020.
- Received the “Best Paper Award” certificate and memento in the category of

Empirical research at the International Consortium for Innovation and Entrepreneurship research and IIM, Bangalore held at IIM, Bangalore from 29<sup>th</sup> to 31<sup>st</sup> January, 2015.

- Secured the highest grade, “Very Good” in the performance as a teacher based on Students’ Assessment as conveyed by the Vice-Chancellor of the Pondicherry University vide his letter of appreciation with a scale of grading consecutively for two years.
- 7<sup>th</sup> Rank Holder in M.Com (Marketing) for the year 2001 for which a rank certificate was awarded by Calicut University, Kerala
- Secured II Rank and awarded gold medal for Commerce under AISSCE (XII Std) for the year 1995-96.
- Awarded memento and certificate for having secured highest mark and first rank among all schools in Abu-Dhabi, UAE in the UN General Knowledge Test organized by UNESCO for the year 1991-‘92

## CITATIONS

<https://scholar.google.co.in/citations?user=T1eyXokAAAAJ&hl=en>

## Ph.D Guidance

Three awarded, five ongoing

## Research Papers

### International

1. Komal Anand, Vikas Arya, Sheena Suresh and Anshuman Sharma (2022): “Quality Dimensions of Augmented Reality-based Mobile Apps for Smart Tourism and its Impact on Customer Satisfaction and Reuse Intention”, *Tourism Planning and Development*, DOI :[10.1080/21568316.2022.2137577](https://doi.org/10.1080/21568316.2022.2137577) (Scopus, ABDC - B Category)
2. Komal Anand and Sheena (2022): "The Influence of Quality Factors on AR-Based Mobile Apps and Its Role in Enhancing Satisfaction and Reuse Intention Behaviour-An Empirical Investigation", *International Journal of Business Innovation and Research*, DOI: [10.1504/IJBIR.2022.10050063](https://doi.org/10.1504/IJBIR.2022.10050063) (Scopus).

3. Sudheer Muhammed K.M and Sheena, (2022) : Brand Rejuvenation: The Effects of Hypothetical Brand Extensions on Existing Brands, *International Journal of Social Ecology and Sustainable Development (IJSESD)*, (Scopus), DOI: 10.4018/IJSESD.301255
4. Goud, V.M., & Sheena, (2021). Exploring the nexus between internal branding and front-line employees' performance in Indian public sector banks: serial mediation approach published in *Vision: The Journal of Business Perspective*, Sage publishers (indexed in ABS, ABDC, ESCI, Scopus) DOI: [10.1177/09722629211039348](https://doi.org/10.1177/09722629211039348)
5. V.Madhusudhan Goud and Sheena: Unraveling the relationship between internal branding and job outcomes: Front line employees' perspective, *Turkish Online Journal of Qualitative Inquiry (TOJQI)*, Volume 5, July 2021: pp-3135- 3144 (Scopus)
6. Mahipalan M and Sheena: Examining the Role of Workplace Spirituality and Teacher Self-efficacy on Organizational Citizenship Behaviour of Secondary School Teachers: An Indian Scenario , *Vision* , Sage Publications , Volume 23 (1), pp-80-90, 2019, Scopus Indexed.
7. Mahipalan M and Sheena : Workplace spirituality and subjective happiness among high school teachers: gratitude as a moderator , *Explore: The Journal of Science and Healing*, Elsevier Publications, Vol :15, Issue 2, March-April 2019, pp:107-114, Scopus and SCIE Indexed
8. Manju Mahipalan and Sheena: Role of Workplace Spirituality and Employee Engagement in Determining Job Satisfaction among Secondary School Teachers, *Journal of Management Research*, Volume 18, Number 4 , October–December 2018, pp: 211-225. (ICI & ABDC-C Category).
9. Mahipalan M and Sheena: Mediating Effect of Engagement on Workplace Spirituality – Job Involvement Relationships: A Study among Generation Y Professionals, *Asia-Pacific Journal of Management Research and Innovation*, Sage Publications, March and June 2018, Vol 14/Nos 1 & 2 , pp : 1-9 (ICI & ABDC-C Category).
10. Mahipalan M and Sheena: Spirituality at work, OCBs and the moderating role of satisfaction among school teachers in India, *Journal of Indian Academy of Applied Psychology*, Jan 2019, Vol.45, No: 1, 64-74. (Scopus Indexed)
11. Mahipalan M and Sheena: "Workplace Spirituality, Psychological Well-being and Mediating Role of Subjective Stress: A Case of Secondary School Teachers in India", *International Journal of Ethics and Systems*, Vol. 35, Issue 4, pp.725-739, Emerald Publications (**Scopus Indexed, ABDC-C**).(DOI: <https://doi.org/10.1108/IJOES-10-2018- 0144>)

12. *Sudheer K.M and Sheena*, Effective governance through quality in healthcare organizations: An empirical study, International Journal of Economic Research, 2017, Vol.14, 18, pp.271-278 (Scopus).
13. *Kamath U. and Sheena*, Implication of Brand Communication Strategies in Private Engineering Colleges: IOSR Journal of Business and Management, Vol : 17 ; Issue 11 pp: 04-11.
14. *Kamath U and Sheena*, Implications of Brand communication strategies in Private Engineering colleges , International Journal of Economic Research, 14 (17), pp: 1-13, ISSN : 0972-9380, November 2017. (Scopus Indexed)
15. *Sheena*, Effective Governance in through quality in Healthcare organisations: An Empirical Study: International Journal of Economic Research, No.14 (2017) Issue No.:15 (2017) Part-3, pp : 271-278
16. *Sheena and G.Naresh*, “Do Brand Personalities make a difference to Consumers?” Procedia-Social and Behavioural Sciences 37 (2012), ISSN: 1877-0428, pg:31-37
17. *Sheena and G.Naresh*, “Brand Success Redefined: An Analysis of the Interrelationships among various Brand Dimensions”, Psychology Research, Vol 2,No:1, January 2012 , ISSN: 2159-5542 (Print), ISSN: 2159-5550 (Online) pg:32-39

## **National**

1. *Sheena and G.Naresh* “Building Business with Brands : Effects of Brand Extension Decisions on Existing Brands”, Journal of Marketing Vistas , Vol 4. No. 2, July - December 2014, pp: 1-7
2. *Mahipalan .M and Sheena* , Employee Engagement : A Literature Review, , OPUS : Organization People and Us, HR Journal, Volume 6,Issue 1 ISSN No: 0973-9866, Page No : 1-17 (ICI & Pro-quest indexed)
3. *Sheena* , “Consumer attitude towards brand extensions – an integrative model from the Indian Perspective”, ICFAI Journal Of Brand Management, Vol VI Nos 3 & 4; ISSN:0972-9097; pg: 51- 62,2009
4. *Sheena and Umesh* , “A Comparative Study of Emotional Competency Dimensions among “Yuppies in the commercial capital of Kerala State, Cochin) in India”, Aatmbodh , Vol.VII .No.1, Spring, Vol VII- No.1; ISSN:0972-1398; pg:42-46, 2010
5. *Sheena and Umesh U.* “The vanishing Sacred Groves (“Kavus”) in the ‘God’s own

- country' and its ecological significance", *Atna: Journal of Tourism Studies*, Vol V Dec issue; ISSN: 0975-3281, 2010
6. *Sheena* , Experiences and Challenges in empowering women through micro enterprises – A Case Study of Malappuram District in Kerala, *Research Explorer*, Vol 1, January-June 2012, ISSN : 2250-1940, Pg 21-23
  7. *Sheena* , “A Study Of Brand Awareness With Reference To Consumer Durables In The Rural Markets Of Vayanad, Kerala”, *Global Research Review*, Vol 1 No.1 Dec 2011, ISSN:2250-2521 , pg:161-168
  8. *Sheena* , “An Insight into the Success of Brand Extensions – An Evaluation”, *Journal Of Management and Science*, Special Issue V, Marketing Challenges in the 21<sup>st</sup> Century, ISSN: 2249-1260, pg: 45-54.
  9. *Sheena* , “Ambush Marketing: An Undeserved Advantage”, *Poseidon, Journal of Commerce, Management and Social Sciences*, Vol. I, ISSN: 2319-6238, pg:180-185
  10. Umesh and *Sheena* , “*The Scenario of Global Healthcare Tourism: An Assessment of the performance of tourism contributors in God's own country – Kerala state*”, *Poseidon, Journal of Commerce, Management and Social Sciences*, Vol. II, ISSN: 2319-6238, pg:144-151

### **Book Chapters in Edited Books (International)**

1. *Sheena and G.Naresh*, Orchids in the Wild”: An Investigation into Entrepreneurial Education Effectiveness and Tourism Development among Women SHGs, Entrepreneurship Education – Experiments with Curriculum, Pedagogy and target groups, ISBN No: 978-981-10-3318-6, pg: 305-324, Edited book published by Springer Publications, Published by Springer Nature, Singapore, 2017
2. *Thomas . B and Sheena* , Internationalisation of Incubatee SMEs : The Role of Government Supported Incubators, *Transnational Entrepreneurship : Issues of SME Internationalisation in the Indian Context*, Published by Springer Nature, 2018 , pg 341 -362, *Entrepreneurship and Development in South Asia: Longitudinal Narratives* , ISBN 978-981-10-6297-1 ISBN 978-981-10-6298-8 (eBook), DOI 10.1007/978-981-10-6298-8

## Conference papers presented

### International

1. *Madhusudhan Goud and Sheena* , Internal Branding and Organisational Citizenship behaviours : evidence from Public Sector Banks , presented at the 4<sup>th</sup> International Conference on Marketing, Technology and Society 2020, December 7-9 , 2020, IIM Kozhikode
2. *Komal Anand and Sheena*, Impact of Dimensions of Quality on Customer Satisfaction using Augmented Reality Applications, presented at the International E-Conference on the Age of Digital Transformation – Impact of Emerging Technologies in Marketing, December 18-19, 2020 organised by the IMS Unison University, Dehradun.
3. *Sheena and Sudheer K.M*, An Analysis of Leadership Authenticity of women in the Universities of Kerala" presented at the 7th International HR Conference, K J Somaiya Institute of Management Studies and Research on January 30-31, 2020
4. *Sheena and Sudheer K.M*, Workplace Spirituality and Employee Engagement as predictors of job satisfaction: A case of government doctors in Kerala, International Conference on Changing Dynamics of Business Management, University of Calicut held on 25th and 26th September 2019.
5. *Sheena and Sudheer K.M*, Brand Rejuvenation: The Effects of Hypothetical Extensions on Existing Brands organized by IISc Bangalore at the 6<sup>th</sup> International Conference on Business Analytics and Intelligence 2018 (ICBAI 2018).
6. *Mahipalan .M and Sheena*, Personality & Job Engagement at the International HR conference organized by K. J. Somaiya Institute of Management Studies and Research, Mumbai on 4& 5<sup>th</sup> February 2016.
7. *Kamath U and Sheena* , The Role of Ps in the Brand Building of Engineering Institutions : A Conceptual Framework , Conference on Brand Management – April 16-17 , 2016, IIT Delhi.
8. “*Orchids In The Wild*”: *An Investigation Into Entrepreneurial Education Effectiveness And Tourism Development Among Women SHGs*, ICIER Conference organized by IIM, Bangalore January 29<sup>th</sup>- 31<sup>st</sup>, 2015.
9. *Thomas. B and Sheena*, Internationalisation of Incubatee SMEs: The Role of Government



Supported Incubators, Transnational Entrepreneurship International Conference organized by IIM Bangalore 2015.

10. Mahipalan . M and Sheena , “Employee Engagement : A Literature Review” , International Conference on Contemporary Trends in Managing Modern Workforce by Symbiosis Centre for Management and Human Resource Development (SCMHRD), Pune, 27 and 28th Feb,2015, SCMHRD, Pune.
11. Mahipalan .M and Sheena , Workplace Spirituality and Work Outcomes,- IMRA-IIM-B conference on Dec 15-18, 2015, IIM-Bangalore
12. Kamath.U and Sheena, Implications of Branding Initiatives in Engineering Colleges – An Empirical Study, ICRBS 2015, IIT Roorkee
13. Jose. M and Sheena, Women Entrepreneurship and Sustainability through Tourism: A Study with Reference to Kudumbashree Mission in Kerala”. ICBPEM-2014 (International Conference on Business paradigms in Emerging Markets) National Institute of Technology, Rourkela, 12th and 13th December 2014.
14. “Impact of Emotional Competencies in Performance levels- A Case Study of Nationalized Banks of Kochi-India”, Research for Rethinking, 12<sup>th</sup> International Business Research Conference World Business Institute, Melbourne Australia, ISBN: 978-0-980-4557-0-9; pg: 30-37,2010
15. “Tribal Empowerment Through Micro Financing in Kerala – A Case Study”, Macro Dynamics of Micro Finance, 3<sup>rd</sup> International Conference in Micro Financing, Pondicherry University; ISBN: 978-81-7446-807-9; pg:70-80, 2010
16. “An Evaluation of Emotional Intelligence among Managers of Select Insurance Companies in Kochi, Kerala, Edited Conference Volume, Emerging Paradigms in Insurance Industry and Management, ISBN: 978-81-8387-487-8 pg:254-267

## **National**

1. “Women Entrepreneurship: An Investigation into the impact of Microfinance through SHGs on Rural Transformation”, Micro Finance and Sustainable Livelihood Promotions in India, National Seminar on Micro financing , SIT, Tumkur, Karnataka, ISBN:978-81-7446-937-3; pg:626-635, 2010
2. “Kerala , the God’s Own country as a Health Tourism destination: A SWOT Analysis”,

Edited Seminar Volume , UGC SAP National Seminar on Contemporary Trends on Tourism, Pondicherry University, ISBN : 978 – 81- 7446 -945 -8,pp: 199-226, 2011

## **Paper Presentations in Seminars**

1. 2005- National Seminar on Global Competitiveness of Indian Industries, University of Calicut
2. 2006 - ICAI sponsored National Seminar on Global Convergence of Commerce Education, University of Calicut
3. 2007- National Workshop on New Frontiers in Social Science Research – Approaches, Methods and Techniques, University of Calicut
4. *“Interest free Microfinancing Prospects for Women Entrepreneurs in India”*, UGC sponsored National Seminar on Micro Financing on Interest Free Basis : Problems and Prospects in India, MES Asmabi College, Kerala, 2009
5. *“A Study on Brand Aspirations with Demographic Variables of Rural Consumers with special reference to West Garo Hills”*, International Conference on Indigenous Management (ICIMP-2009), Annamalai University, 2009
6. *“Maternal Health in Tribal Areas- A Study of Health and Hygiene among Tribal Women in Vayanad District of Kerala”*, International Conference on Agripreneurs and Rural Development, Faculty of Management Studies, Banaras Hindu University, Varanasi, 2009
7. *“The Empowerment of Rural Women In Kerala Through Micro-Enterprises – Experiences And Challenges”*, UGC sponsored National Seminar on Micro-Enterprises – Challenges and Prospects, PSMO College, Tirurangadi, Kerala, 2009
8. *“Impact of Micro-Finance on Rural Transformation through SHGs in Andhra Pradesh”*, UGC sponsored National Seminar on Micro-Enterprises – Challenges and Prospects, PSMO College, Tirurangadi, Kerala, 2009
9. *An Evaluation of Emotional Intelligence among Managers of Select Insurance Companies in Kochi, Kerala*, National Conference on Emerging paradigms in Insurance Industry, Dept of Insurance Management, Karaikal Campus, Pondicherry University
10. A Study of brand building of engineering institutions in Karnataka: Impact of ‘Performance’ as 8<sup>th</sup> P of Services Marketing Mix , National Conference organized by

Christ University, Bangalore on October 2014.

11. 2015 – National Conference on Outcome based Education organized by the Dept of Humanities, SS and Management, NIT Karnataka

## Creation of Education Content

1. Video Lectures and e-content designed for **three FDPs** on Open Source Tools for Online teaching organized by the Department of Commerce, Aligarh Muslim University, Aligarh from July 20<sup>th</sup> – 24<sup>th</sup> , 2020 , Aug 6<sup>th</sup> – 10<sup>th</sup> , 2020 and Aug 16<sup>th</sup> – 20<sup>th</sup> , 2020.
2. Video lectures and e-content have been designed on various topics of Marketing for broadcasting on DD-Vyas Educational Channel, as a UGC sponsored programme.
3. Written and provided study materials on topics such as Business Communication and Enterprise Resource Planning for the benefit of students of School of Distance Education of University of Calicut, Kerala

## Conferences/Events (FDPs/MDPs) Organized

1. Organised Gender Sensitisation programme for the teaching, non-teaching staffs and students of NITK, Surathkal from 25<sup>th</sup> November, 2022 till 6<sup>th</sup> December , 2022.
2. Organized **TWO** PALS-VLAB Faculty Development Programmes as outreach coordinator, Centre for System Design, NITK for 10 engineering colleges in the state of Tamil Nadu on October 9<sup>th</sup> 2022 -13<sup>th</sup> October 2022, October 17<sup>th</sup> – October , 19<sup>th</sup> , 2022.
3. Organized **THREE** PALS-VLAB Faculty Development Programmes as outreach coordinator, Centre for System Design, NITK for 30 engineering colleges in the state of Tamil Nadu on 30<sup>th</sup> August 2021 -03<sup>rd</sup> September, 2021, 13<sup>th</sup> September – 17<sup>th</sup> September and 27<sup>th</sup> September – 01<sup>st</sup> October, 2021.
4. Organised five-day Faculty Development Programme in collaboration with Govt Engineering College, Kannur for engineering colleges in Kerala as the Outreach Coordinator, Centre for System Design, NITK from Aug 31<sup>st</sup> – 5<sup>th</sup>, 2021
5. Organised Two-day International Conference on Sustainable Learning: Strategies and its Consequences in Digital India as the Organising Secretary/Coordinator on June 5-6, 2021.
6. Organized one week Faculty Development programme for the engineering colleges coming under VTU, Belagavi on Virtual labs as the Outreach Coordinator, Centre for System Design, NITK from Oct 19<sup>th</sup> -23<sup>rd</sup> , 2020.
7. Organized **THREE** PALS-VLAB Faculty Development Programmes as outreach

coordinator, Centre for System Design, NITK for 30 engineering colleges in the state of Tamil Nadu on Aug 10<sup>th</sup> – Aug 14<sup>th</sup>, 2020, Aug 24<sup>th</sup> – 28<sup>th</sup>, 2020 and September 14<sup>th</sup> – 18<sup>th</sup>, 2020.

8. Aug 16<sup>th</sup> – 20<sup>th</sup> 2020 – Organized Online Professional Training on Teaching-Learning Process using Virtual Platforms with the Department of Commerce, Aligarh Muslim University- A Central University, Aligarh
9. Aug 6<sup>th</sup> – 10<sup>th</sup> 2020, Organised International FDP as Joint coordinator and resource person on Digitization of Education Content through Open Source Tools with the Department of Commerce, Aligarh Muslim University- A Central University, Aligarh
10. July 20<sup>th</sup>-24<sup>th</sup> 2020 – Organised International FDP as Joint coordinator and resource person on Open Source Tools for Online Teaching with the Department of Commerce, Aligarh Muslim University- A Central University, Aligarh from July 20<sup>th</sup> – 24<sup>th</sup>, 2020.
11. Organised **two** 15 day workshops on Industry – Institute interactions for the MBA students of NITK, Swiss and Chinese students as a part of the MoU signed between NITK and the Heig-VD University, Western Switzerland (1<sup>st</sup> phase : June 28<sup>th</sup> 2018 – July 14<sup>th</sup> 2018 , 2<sup>nd</sup> phase : February 11<sup>th</sup> 2019 – February 22<sup>nd</sup>, 2019)
12. February 5<sup>th</sup> – 10<sup>th</sup>, 2018 – Organised two MDPs for the Senior level Managers of MRPL, Mangalore
  - a) MDP on Emotional Empowerment for Senior Level Employees of MRPL, Mangalore
  - b) MDP on Dialogues and Connections for Senior Level Employees of MRPL, Mangalore.
13. September (28-30) and October (4-6) 2017 – Organised a 6 day induction programme for the B.tech I year students.
14. September 30<sup>th</sup> 2016 - Organised a one day Women Leadership Summit “Tides 2016”

## **Outreach activities**

### **2006 -2010**

1. Invited to talk on Communication skills for the members of KSSIA for its PMRY Training Programme participants held at Calicut, Kerala in April, 2006.
2. Delivered a lecture on Marketing for the benefit of employees of SISI, Trichur, Kerala on February 6<sup>th</sup> 2006.
3. Invited to give a talk on “Modern Marketing Strategies in the context of exports of textiles” for the benefit of employees of Mascot Industries, Kannur , Kerala on

12-01-10.

4. Invited to lecture on 'Development of tourism with special reference to Beach Resort Hotels', organized by Mascot Beach resort Hotel, Kannur on 12-01-2010.

#### **2011- 2015**

1. Invited to chair a technical session of the national Conference on Emerging Paradigms in Insurance Industry organized by the Dept of Management Studies, Pondicherry University, Karaikal Campus on 26<sup>th</sup> March 2011.
2. Invited as resource person to chair a technical session of a one day National Seminar on Financial Inclusion- Role of Commercial banks organized by RVS Institute of Management Studies and Computer Application on 18-10-2011.
3. Invited as a resource person to deliver on the topic "The role of Beach Resort Hotels in the promotion of tourism" on 28-05-2012 for the benefit of the employees of Mascot Beach Resort Hotel, Kannur, Kerala.
4. Delivered a lecture on "How best branding can be developed and designed for the promotion of exports by a textile unit" on 29-05-2012 to the staff and employees of Mascot Industries, Kannur, Kerala.
5. Invited to give a talk to the MBA students of University of Calicut on "How to be Effective Managers?" on 29<sup>th</sup> July and 30<sup>th</sup> July 2013.
6. Invited as resource person to give a talk on Effective Habits of Teachers for an FDP on Teaching – A Multi task Service , an orientation programme for new engineering teachers organized by Government Engineering College, Kozhikode on 21<sup>st</sup> March 2014.
7. Invited to give a talk to the MBA students of University of Calicut on "Habits of Effective Managers" on 12<sup>th</sup> August 2014.
8. Invited for a plenary talk to Unity College, Manjeri, Kerala to speak on "Consumer Protection and Human Rights" on 25<sup>th</sup> February, 2015
9. Invited to give a talk to the MBA students of University of Calicut as a part of Orientation programme on 12<sup>th</sup> September 2015.
10. Invited to chair a technical session for the National Seminar on 'Contemporary Research Issues in Business and Management' conducted by MAPS ( Mangalore Academy for Professional Studies) College on October 1<sup>st</sup>, 2015.
11. Invited to speak on Women Social Entrepreneurship – Pros and Cons at the UGC

sponsored conference on “Social Entrepreneurship: A way to reconstruct the society” organized by St.Agnes College , Mangalore on November 23<sup>rd</sup>, 2015.

### **2016- till present**

1. Invited as resource person to handle one day session for the Teaching -Learning process through ICT organized by the Human Resource Development Centre, University of Hyderabad on the topic titled, Learning through Virtual labs on 16-03-2023
2. Invited as resource person to handle one day session for the Refresher Course organized by the Department of Commerce and Management Studies, University of Calicut on Personal Branding from a Teacher’s perspective on 13-02-2023
3. Invited as a panelist for a panel discussion called YUVA organized by the Lions’ Club International, Mangalore on 12-01-2023
4. Invited as resource person to handle one day session at the one day National Webinar on Intellectual Property Rights titled, “Copyright Vs.Plagiarism: IPRs for Academicians ”organized by the Sir Syed College, Taliparamba, Kannur for their two day National Seminar from 02-03-2022 to 03-03-2022.
5. Invited as resource person to handle one day session at the AZADI KA AMRIT MAHOTSAV at C-DAC, Trivandrum, Kerala for the topic titled, “Journey to Personal Branding – A Scientist’s Perspective ” on 01-12-2021.
6. Invited as resource person to handle one day session at the one day National Webinar on Intellectual Property Rights titled, “Copyright Vs.Plagiarism ”organized by the K.A.H.M UNITY WOMEN’S COLLEGE, MANJERI on 01-09-2021.
7. Invited as resource person to handle one day session at the one day National Webinar titled, “Business Model Shift in India : Impact of COVID-19”organized by the Department of Commerce and Management Studies, University of Calicut on March 5-6, 2021.
8. Invited as resource person to handle one day session at the one day National Webinar titled, “Academic Publishing in Commerce” organized by Government College, Madappally, Vadakara, Kerala on November 24th, 2020.
9. Invited as resource person to handle one day session at the one day National Webinar titled, “Discovering Me! A travel through one's cognitive journey” on

November 3rd, 2020 organised by The St.Mary's College, Tuticorin, Tamil Nadu.

10. Invited as resource person to handle a one day session at the national Webinar on “A Roadmap to successful completion of Major and Minor Projects” held on October 6th, 2020 organised by the IQAC cell of St.Mary's College, Sulthan Bathery, Vayanad, Kerala.
11. Invited as resource person to handle a one day session on 24-08-2020 on “Discover Me! It’s all about You Branding” organised by The Sacred Heart College, Cochin and Holy Cross College, Agartala, Tripura is jointly organising an International Webinar Series under the banner "Ek Bharat Shreshta Bharat".
12. Invited as resource person to handle a one day session on 18-08-2020 in the National Conference on "Dimensions of Online Education - Way ahead" organised by Department of Commerce and Management Studies, Amal College of Advanced Studies, Nilambur, Kerala.
13. Invited to handle a session on Tourism and Entrepreneurship on “Chat with a Traveller Series” by the Dept of History, Unity Women’s College, Manjeri, Kerala on July 15<sup>th</sup>, 2020.
14. Invited as a plenary speaker for the Panel Discussion On Effectiveness Of Online Teaching During Covid-19 : Prospects And Challenges organized by the Department of International Business, Pondicherry University- A Central University on 21-05-2020.
15. Invited as a plenary speaker for the Panel Discussion on COVID -19: A REAL CHALLENGE OR A PHENOMENAL OPPORTUNITY? organized by the Department of Commerce, Aligarh Muslim University, Aligarh as a part of their Webinar Series on COVID – 19 on 08-05-2020.
16. Invited to handle a session on Personal Branding at the 5<sup>th</sup> Internal Women Awards organized by the Centre for Advanced Research and Design, Venus International Foundation, Chennai, T.N on 6<sup>th</sup> March , 2020.
17. Invited to chair a session at the International Conference of Business Management from 25<sup>th</sup> – 26<sup>th</sup> September 2019 at the University of Calicut, Kerala.
18. Invited as the chief guest and resource person for the National Seminar on Strategic Brand Management on 21<sup>st</sup> March, 2019 at PSMO College, Tirurangadi.
19. Invited to be session chair for the 6<sup>th</sup> International Conference on Business Analytics and Intelligence 2018 (ICBAI 2018) scheduled during December 20-22,

2018 at the IISc, Bangalore.

20. Invited to handle a session on Team Dynamics for the "PROJECT BASED EXPERIENTIAL LEARNING FOR ENGINEERING EDUCATION" supported by TEQIP-III held at NIT Karnataka from 4th sept. to 8th Sept. 2018
21. Invited to handle a session on Impactful Communication and habits of effective people at MRPL on October 9<sup>th</sup>, 2017.
22. Handled a session on Branding in the Indian Context for the students of NIT Trichy from July 3-5, 2017.
23. Invited to handle a session on Communication Skills and Personality Development at NIT Goa from September 1-3, 2017.
24. Invited to be a subject expert in the interview board of TAPMI, Manipal for the selection of faculty in the area of Marketing since 2016.
25. Invited to handle a session on Service Marketing at Koyilandy Govt College on March 2016.
26. Invited to handle a session at Elan 16 – A National Seminar on Innovation and Entrepreneurship at CCST, Cherpulassery, Palakkad, Kerala on January 22<sup>nd</sup> 2016.

### **Professional Training Received / Attended**

1. July 23-07-2021 – TEDx Remote Qualification Workshop, TED Community, TED, USA.
2. February 2005 - Faculty Development Programme on Effective Corporate Management, Bodhananda Research Foundation for Management and Leadership Studies, Trivandrum, Kerala
3. September 2005 - UGC sponsored Refresher Course (Multi-Disciplinary), IACIS, Osmania University, Hyderabad
4. April 2006 - Faculty Development Programme on Information Technology / Systems, Indian Institute of Management, Calicut
5. July 2006 - Faculty Development Programme for Management Teachers, Calicut Management Association, Calicut, Kerala
6. May 2010 - UGC sponsored Orientation Course, Academic Staff College, Pondicherry University
7. July 2013 – TEQIP sponsored 4 day Induction Program for Newly recruited faculties, NIT Karnataka



8. November 2013 – FDP on Technology enabled teaching and learning organized by IIM, Kozhikode
9. November 16-20, 2015 – FDP on Multivariate Data Analyses organized by IIM, Kozhikode.
10. March 2017 – FDP on Qualitative Data Analysis using R organized by NIT Calicut, Kerala.
11. November 21<sup>st</sup>-25<sup>th</sup>, 2018– National Workshop on Business Analytics using R and Python at NIT Calicut, Kerala

**Academic / Administrative positions held:**

1. Head of the Department, School of Humanities, Social Sciences and Management since January 25<sup>th</sup>, 2023.
2. Chairperson, Internal Complaints Committee - SH of NITK Surathkal since July 4<sup>th</sup>, 2022.
3. Member of the Board of Govenors, Global Institute of Business Studies, Bangalore since 13-07-2022.
4. Faculty in charge , Marketing and HR , IRIS Lead Team, NITK since 2019
5. Outreach Coordinator , Centre for System Design, NITK since 2019.
6. Faculty Advisor, TEDx , NITK since January 2016.
7. Faculty Advisor, Dance, Dramatics and fashion Club, NIT Karnataka from January 2016 – April 2019
8. Faculty Advisor, Placement Committee, School of Management, NITK (2018- present)
9. Faculty Advisor, Alumni Committee, School of Management, NITK (2018- 2021)
10. Executive committee member, School Management Committee, NITK School (2016-2019)
11. Advisory Board Member, Zocio Pvt Ltd, Bangalore since September 2017
12. Member of Board of Directors, NITK Employees Cooperative Society (2016 – 2020)
13. Executive Committee member , FANITK (Faculty Association) , NIT Karnataka 2015-16
14. Faculty Advisor, Entrepreneurship Cell (E-Cell), a students' club at NIT Karnataka 2015-16
15. Advisory Board member, CCST college, Cherpulassery, Kerala
16. Appointed as a member of the Purchase Committee vide Pondicherry University letter dated 12/09/'09
17. Nominated as a member for the administration of the Pondicherry University Guest House situated at Karaikal.
18. Nominated as University observer for the Directorate of Distance Education

- Examinations for the period 31-12-'09 to 05-01-2010 at Sacred Heart College, Cochin.
19. Appointed as the Warden for the Ladies Hostel, Pondicherry University, Karaikal Campus vide letter dated 02-03-2011.
  20. Organising Committee Member of the Sports Committee, Pondicherry University, Karaikal Campus.
  21. Cultural Coordinator for Pondicherry University, Karaikal Campus

### **Membership in Professional Associations**

Life Member, Calicut Management Association, Calicut.

Life Member, Indian Accounting Association, Jaipur