



Dr Raghavendra G S

Assistant Professor & Research Guide (Management)

Specialization: Marketing

Email : dr.raghavendra@cms.ac.in

LinkedIn: <https://www.linkedin.com/in/dr-raghavendra-gs-835b6b201/>

Qualification

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

Work Experience - 13 Years

- 2020 – Present
Assistant Professor & Research Guide (Management) - 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
- 2005 – 2008
Sales Manager – Micro Silicon Technologies, Bangalore

Career Summary

Dr Raghavendra G S holds PhD in Management from University of Mysore. Currently he is working as an Assistant Professor & Research Guide (Management) at Center for Management Studies, Jain (Deemed-to-be-University). He has more than 13+ years of experience in corporate and 10+ 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', "BEST CONTRIBUTION IN SPERADING AWARENESS" - COVID Hero's Award 2021 to "Corona warriors" organized by SPHERT. He has published several books in the field of Business Management, chapters in Springer and multidisciplinary research publications in various reputed journals, Reviewer & 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

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
- Journal of Engineering Research and Sciences (JENRS) An International Open Access Journal, Peer-reviewed, Refereed Journals)

Editorial Boards

- International Journal of Management (IJM – Scopus-Indexed)

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
6	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
7	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
8	Data Encryption as Security Measure in IoT Enabled Healthcare	https://www.springer.com/gp/book/9789811552236	Yes	2020
9	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
10	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
11	Internet of Things – Reinventing Business Models of Essential Services	KALA SAROVAR – (UGC-Care Group – I Journal) Volume 24, No.01 January-March 2021. (ISSN: 0975-4520)	No	2021
12	ICT for Good Governance: Evidence from Development Perspective	Springer	Yes	2020
13	Developing Innovative Business Model using Design Thinking – A Perspective	KALA SAROVAR – (UGC-Care Group – I Journal) Volume 24, No.01 (II) January-March 2021. (ISSN: 0975-4520)	No	2021
14	Private Label brands trends during COVID-19 Pandemic scenario in Retailing	http://adalyajournal.com/VOLUME-10-ISSUE-5-MAY-2021/	No	2021
15	Internet of Things (IoT) panacea for existence in COVID-19 scenario	https://adalyajournal.com/VOLUME-10-ISSUE-6-JUNE-2021/	No	2021
16	COVID-19 and its impact on employees at select hospitals in Bangalore	NIU International Journal of Human Rights	No	2021
17	Employee Satisfaction – A Study on Private Hospitals in Bangalore City	NIU International Journal of Human Rights	No	2021
18	A study on knowledge Management as an asset to build career among university graduate students in Bangalore region.	International Journal for Research in Engineering Application & Management (IJREAM) ISSN:2454-9150, Vol-08, Issue-06, Sep 2022	No	2022

<p>ISSN:0976-6502</p> <ul style="list-style-type: none"> 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) International Journal of Management, Science, Innovation and Technology (IJMSIT) European Business & Management (Peer reviewed open access journal from SciencePG) 	19	Social Implications of E-Governance Initiative at Grassroots: A Case Study of e-Panchayat Mission Mode Project	IGI Global Publisher	Yes	2022
	20	A Conceptual study on the economic implications and changes towards war on Ukraine on global economy	Journal of Emerging Technologies and Innovative Research (JETIR), Issue 1 , Volume 10, January 2023, ISSN 2349-5162	No	2023
	21	A conceptual study on Emerging Technologies in the financial services	IJRAR, Issue 1 , Volume 10, January 2023, ISSN 2349-5138	No	2023
	22	A Study On The Impact of Fintech Companies With Reference To The Growth Of The Indian Economy.	Journal of Emerging Technologies and Innovative Research (JETIR) Issue 1 , Volume 10, January 2023, ISSN 2349-5162	No	2023
	23	A study on impact of digital marketing in daily life	International Journal of Novel Research and Development (IJNRD) Issue 1 , Volume 10, January 2023, ISSN 2456-4184	No	2023
	24	A Conceptual Study of the Impact of Agricultural Policies and Reforms on the Economy with reference to Sri Lanka Economic Crisis	International Journal of Novel Research and Development (IJNRD) Issue 1 , Volume 8, January 2023, ISSN 2456-4184	No	2023
	24	People's perspective towards Health and Fitness- A Study on how the Covid Outbreak Throttled the Indian Fitness Industry.	International Journal of Creative Research Thoughts- IJCRT Issue 1 , Volume 11, January 2023, ISSN 2320-2882	No	2023
	26	Conceptional Study on the impact of social media marketing towards the success of Amazon	Journal of Emerging Technologies and Innovative Research (JETIR) Issue 4 , Volume 10, January 2023, ISSN 2349-5162	No	2023
	27	A STUDY ON “THE INFLUENCE	IJRAR - INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS. Issue 1 , Volume 8, January 2023, ISSN 2348-1269	No	2023
	28	A STUDY ON DROP SHIPPING WITH E-COMMERCE PLATFORMS: DECENT REMOTE WORK OR ANOTHER HOAX	IJRAR - INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS. Issue 1 , Volume 10, January 2023, ISSN 2349-5138	No	2023
29	study on ethical marketing in real state	IJRAR - INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS. Issue 1 , Volume 10, January 2023, ISSN 2349-5138	No	2023	
<p>Professional Memberships</p> <ul style="list-style-type: none"> Institute for Systems and Technologies of Information, Control and Communication (INSTICC) Central and Eastern European Online Library (CEEOL) Internet Society (ASIA SPECIFIC) Elsevier 					

30	A study of the growth of consultancy firms in the field of digital marketing	Journal of Emerging Technologies and Innovative Research (JETIR) Issue 1 , Volume 10, January 2023, ISSN 2349-5162	No	2023
31	A Conceptional Study on Digital Shopping Behaviour Among Customers with Reference to E-Commerce Platform	International Journal of Innovative Science and Research Technology: 8 pp. 769-771 Issue 1 , Volume 8, January 2023, ISSN 2456-2165	No	2023
32	Significance of Social Media in Communication	INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS – IJCRT Issue 1 , Volume 11, January 2023, ISSN 2320-5138	No	2023
33	Study of Hospitality Industry and Innovation	IJRAR - INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS. Issue 1 , Volume 10, January 2023, ISSN 2349-5138	No	2023
34	A CONCEPTUAL STUDY ON THE MARKETING STRATEGIES WITH REFERENCE TO RED BULL	IJRAR - INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS. Issue 1 , Volume 10, January 2023, ISSN 2349-5138	No	2023
35	A Study on consumer buying behavior on FMCG with reference to supply chain management.	INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS - IJCRT Issue 1 , Volume 11, January 2023, ISSN 2320-2882	No	2023
36	The Impact Of Budgetary Control On Organisations	INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS. Issue 1 , Volume 11, January 2023, ISSN 2320-2882	No	2023
37	Influence of Digitalisation in the Growth of Education sector in India and it's acceptance among students	INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS - IJCRT Issue 2 , Volume 11, January 2023, ISSN 2320-2882	No	2023
38	A study on Super app's and their future	INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS - IJCRT Issue 2 , Volume 11, January 2023, ISSN 2320-2882	No	2023
39	A Study on the perception of patients towards healthcare Pre and Post covid	International Journal Of Creative Research Thoughts, Issue 3, Issue 3 - March 2023 volume 11 - March 2023, ISSN 2320-2882	No	2023
40	Analysis of Factors determining the spending habits in purchase of FMCG online	JOURNAL OF MANAGEMENT AND ENTREPRENEURSHIP	No	2023
41	Multi-dimensional Data Encryption in IoT Enabled Healthcare.		Yes	

DOCTORAL RESEARCH GUIDANCE: (MANAGEMENT)

SL NO	NAME	TOPIC	Awarded
1	Sushant E Revankar	A Study on Social Media Marketing Strategies and its impact on management students' attitude and perception towards online shopping.	

Consultancy / Projects

MINOR RESEARCH PROJECT

SL NO	CLIENT / ORGANISATION	NATURE OF PROJECT	DURATION
1	JAIN (DEEMED-TO-BE-UNIVERSITY)	Covid-19 and its Impact on Micro, Small and Medium Enterprises (MSMEs) In Karnataka	2022 – 20XX

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 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

BOOKS PUBLISHED :

SL NO	TITLE	PUBLISHER	ISBN
01	MARKETING MANAGEMENT	Wizard Publisher	978-81-949076-4-0
02	OPERATIONS MANAGEMENT	Wizard Publisher	978-93-91013-05-9
03	BRAND MANAGEMENT	Wizard Publisher	978-93-91013-22-6
04	RETAIL MARKETING	Wizard Publisher	978-93-91013-16-5
05	TRENDS IN ADVERTISING & PUBLIC RELATIONS	Wizard Publisher	978-93-91013-54-7
06	STRATEGIC MANAGEMENT	Wizard Publisher	978-93-91013-72-3
07	MARKETING FOR ENTREPRENEURS	Wizard Publisher	978-93-91013-72-1
08	ENTREPRENEURSHIP & BUSINESS OPPURTUNITIES	Wizard Publisher	

CHAPTERS:

SL NO	TITLE	PUBLISHER	ISBN
01	Smart Trends in Computing and Communications: Proceedings of SmartCom 2020	SPRINGER	978-981-15-5224-3
02	Information and Communication Technology for Competitive Strategies (ICTCS 2020)	SPRINGER	978-981-16-0881-0
03	Business Applications in Social Media Analytics	IGI GLOBAL	

RESOURCE PERSON

- ✚ SESSION CHAIR for Two day National conference on “Industrial symbiosis through eco-innovation and sustainable management” on 17-18 April 2023 organized by Jain (Deemed-to-be-University).
- ✚ External Examiner Project viva for SCMS, Dayanandasagar University, Bengaluru on 26th May 2022.
- ✚ JURY MEMBER for a Multidisciplinary National conference on “Digital India – Opportunities and Challenges” on 22nd & 23rd December 2021 conducted by Jain College (Affiliated to Bengaluru City University) PG Department, Bengaluru.
- ✚ CHAIRPERSON for a plenary session of the International Conference on Global Perspectives on Business, Economy and Society - For Sustainability in the New Normal on 05th & 06th August 2021 by ISBR, Bengaluru.
- ✚ SESSION CHAIR & REVIEWER for International Conference on the theme ‘Atmanirbhar Bharat (Self-Reliant India): Building Global Competitiveness Through Innovation, Integrity and Inclusion’ on 25-26 June 2021 organized by JAIN (Deemed-to-be-University).
- ✚ CHIEF GUEST for FOOTBALL CARNIVAL at Mini Brazil, Gowthampuram football Stadium. (2K17, 2K18, 2K19)
- ✚ CHIEF GUEST BELAKU EDUCATION TRUST, Mysuru.
- ✚ CHIEF GUEST for VIDWATH 2k19, Celebrating 40 years, organized by Vidyavardhaka Sangha, Mysuru.

COURSE / CERTIFICATE

- ✚ Social Media Marketing Mastery (Ads on 10+ platforms) from Udemy.
- ✚ Professional Diploma in Digital Marketing from Shaw Academy.
- ✚ Professional Diploma in Social Media Marketing from Shaw Academy.
- ✚ Diploma in Blogging & Content Marketing from Shaw Academy.
- ✚ Digital Marketing Basics course with Digital Academy.
- ✚ Critical Thinking and Problem solving from LinkedIn.
- ✚ Learning Design Thinking from LinkedIn.
- ✚ Problem Solving Techniques from LinkedIn.

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
6	Faculty Development Programme on Empower, Enthuse and Excel in Research	CMS, JAIN (Deemed-to-be-University)	2021
7	Research Methodology, Scale development Questionnaire Design and analysis using SEM	ADARSH INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY.	2021
8	Five day FDP on Bridging the Gap between academic and industry through advanced pedagogical techniques.	CMS, JAIN (Deemed-to-be-University)	2021
9	Five day FDP on Transforming a Teacher Faculty to a Facilitator and Mentor.	JAIN (Deemed-to-be-University)	2021
10	Five day FDP on HOW FAR CAN WE GO !	JAIN (Deemed-to-be-University)	2021

Recognition / Awards

- "BEST CONTRIBUTION IN SPERADING AWARENESS" - COVID Hero's Award 2021 to "Corona warriors" organized by SPHERT
- "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

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

11	International Conference on New Horizons of Industrial Revolution 4.0	B.N.Bahadur Institute of Management Sciences, UOM - Manasagangothri, Mysore	2019
12	National Conference on Shift in Indian Business Environment	JSS Centre for Management Studies, Mysuru	2019
13	National Conference on Recent Advancement in Computer Science (CON – RACS 2019)	Mahatma Gandhi National Institute of Research and Social Action, Hyderabad	2019
14	International Conference on Problems and Prospects of Higher Education	TamalikaPonda Seth Academy of Higher Studies	2019
15	International Multidisciplinary Conference on Issues and Challenges in Higher Education	Janna Jyothi Auditorium	2019
16	National Conference on Dynamics of Hindu Temple Architecture	Jawaharlal Nehru Institute of Advanced Studies School of Planning and Architecture, Hyderabad	2020
17	International Conference on Smart Trends for Information Technology and Computer Communications	Hotel Novotel Bangkok on Siam Square, Thailand	2020
18	International Conference on ICT for Sustainable Development	Panaji, Goa	2020
19	International Conference on Information & Communication Technology for Competitive Strategies (ICTCS-2020)	Jaipur, Rajasthan	2020
20	Sustainable Business Management Practices and Social Innovation	CMS, Jain (Deemed-to-be-University)	2021
21	7th International Conference on Information Systems Security and Privacy (ICISSP 2021)	Vienna, Austria (Virtual)	2021
22	International Conference on the theme 'Atmanirbhar Bharat (Self-Reliant India): Building Global Competitiveness Through Innovation, Integrity and Inclusion'	CMS, Jain (Deemed-to-be-University)	2021
23	The 11th International Conference on Machine and Industrial Design in Mechanical Engineering (KOD 2021)	Novi Sad, Serbia (VIRTUAL)	2021
24	National conference on "Contemporary Issues in capital Market"	Mother Teresa women University, Attuvampatti, Kodaikanal	2021
25	National conference on COVID19 Challenges and Opportunities in Business Industry	Annamalai University, Tamil Nadu	2021

26	Multidisciplinary National conference on Digital India – Opportunities and Challenges	Jain College (Affiliated to Bengaluru Central University) PG Department	2021
27	Two day International Conference on Innovation Practices for Sustainable Development : Business Management and Analytics.	CMS, Jain (Deemed-to-be-University)	2022
28	One day National conference on “Transforming HR in the new world of work”	Global Business School, Hubballi	2023
29	Two day National conference on “Industrial symbiosis through eco-innovation and sustainable management”	CMS, Jain (Deemed-to-be-University)	2023