



Mr. K. Sunil Kumar

Designation : Assistant Professor

Specialization: Marketing

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Qualification

Career Summary

B.COM, MBA, (Ph.D)

9 Years of Teaching and 1 Year of corporate experience.

Work Experience

Research Interest:

Pursuing Ph.D at REVA University, in the verge of submission

Courses Facilitated & Taught

Research Publications

1. Having Scopus indexed publication in PSYCHOLOGY AND EDUCATION-1231-1242,ISSN: 00333077 journal on the topic Customer Relationship Management Practices in Automobile sector-A Study of Passenger car buyers in Bengaluru.
 2. UGC care listed publication on the topic Customer Relationship Management Practices-Purakala UGC Care Journal,ISSN 0971-2143 VOL-31-ISSUE-11-APRIL-2020.
 3. Having publication on the topic customer Relationship Management practices in Automobile Industry-A Study of selected dealers,International Journal of Innovative Research,ISSN2394-7780,VOL 5, ISSUE4(III).
- Courses Facilitated: Social Factors In Sports, Sports Marketing and Sponsorship
Taught(@ CMS): E-commerce, Social Factors In Sports, Sports Marketing and Sponsorship

Member on Committees / Editorial Boards Committees

Articles / Case Studies

NA

Editorial Board

Consultancy / Projects

NA

Articles

NA

Professional Memberships

Books / Chapters

In the pipeline

Activities

NA

Recognition / Awards

NA

Seminars and Conferences Attended

1. Attended Faculty Development Programme at IIMB on 3rd September 2022 and holding certificate.
2. Attended 8days FDP on Techniques for Research and publishing in management and Social Sciences held between 22nd to 30th August 2022 at REVA University,Bengaluru and holding a certificate.
3. Attended various other FDPS and Conferences.Attended international conference on "Management 4.0: Disruptions in business and Millennials at the Workplace" in Krupanidhi school of management and got the certificate.
4. Participated in one day Faculty Development Programme (FDP) on "How to write a good quality research paper "in Sindhi college and got the certificate.
5. Participated in one day Faculty Development Programme (FDP) on "The Art of Writing and Publishing Research Article" in Sir M. Visvesvaraya Institute of Technology and got the certificate.
6. Presented Research Abstract on "A Study on Impact of CRM strategies on consumer behaviour in automobile industry "in Reva University and got the certificate.
7. Participated in one day Faculty Development Programme (FDP) on "The Art and Science Writing Participated in one day Faculty Development Research Articles and Proposals" in Reva University and got the certificate.

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| | <ol style="list-style-type: none">8. Programme (FDP) on “Research Methods and Data Analysis using SPSS” in Reva University and got the certificate.9. Participated in 6th “LOKA SAMVADA – BCU Foundation Lecture Series Inauguration “in Bengaluru Central University and got the certificate.10. Participated in the 2nd PRIME International conference on “Collective and Sustainable Action for Transparency and Ethics in Higher Education” organized by Canara Bank School of Management Studies and got the certificate. Participated in international conference on “ Global Convergence of Management Education and Practices “ in Bangalore University and got the certificate. |
| | <p style="text-align: center;"><u>Online Certifications and Webinars</u></p> <p>NA</p> |