



Dr. Kiran L Maney

Associate Professor
Programme Coordinator
Course Facilitator
Coordinator: Conferences and Workshop
Tutor Chartered Institute of Marketing (UK)
Mentor: GrahaQ Marketing Club
Sub Task Force – NEP

PROFILE

Associate Professor with over **10 years** of experience in teaching Management students, Coordinating **CIM (UK)** dual course, mentor for clubs, and organizing and Coordinator Conferences, AICTE FDP, Seminars, Workshops, and MDPs. I possess strong multi-tasking skills with ability to simultaneously manage several projects and schedules. Excellent resource person-facing point of contact for events. Tech savvy and efficiency focused. Positive attitude and punctuality are mantras of life.

CONTACT

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EXPERIENCE

Associate Professor
Programme Coordinator – BBA (Branding and Advertising)
CMS, JAIN (Deemed-to-be University) Bangalore

June 2012 - Present

Teaching Management and dual programme CIM students. Handling subjects related to marketing management – consumer analytics, consumer behaviour, digital marketing, international business, case analysis, and contemporary marketing practices. Continuous mentoring, and training students on developing entrepreneurial skills. Teaching and Interfacing with CIM (UK) for dual course, over 500+ students completed Applied Marketing Course. Guided 200+ students in minor and major projects as part of curriculum.

As a Programme Coordinator developed the curriculum matrix as per NEP 2020, Coordinating with Prahlad Kakkar Institute for the BBA (Branding and Advertising) Course. As a Course Facilitator for marketing subject, overall, in-charge of Course curriculum development, content, delivery, and development of the subjects. Suggested, developed and delivered subjects related to the new demand of corporate world. Development of TLEP, Question paper setting, Evaluation, tests and assignments. Point of contact for documentation, Co-ordinating with internal faculties, HODs and university for the subjects handled. Interfacing and facilitating new faculties in their work environment efficiently and stress free as possible. Responsible for Course Matrix development.

Instrumental in introduction of Digital Marketing subject as specialization paper for marketing students in 2018 and introduced Consumer Analytics subject to final year BBA WOW students. Developed and designed the course delivery, content, TLEP, practical assignments. Course Facilitator for both the subjects.

Co-ordinating Conferences, Sponsored FDP, FDPs, SDP, MDPs, Workshops, and Seminars for internal & external academicians, research scholars, and students. Met beyond expectation the target of organizing these events. Networking with resource

Certificate Courses

- Marketing Management- IIMx, Bangalore (2018)
- Introduction to Search Engine Optimization - University of California, Davis. (2020)
- Market Research and Consumer Behavior - IE Business School (2020)
- Marketing Mix Fundamentals - IE Business School (2020)
- Brand and Product Management - IE Business School (2020)
- Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing - IE Business School (2020)
- The Marketing Plan - IE Business School (2020)
- Positioning: What you need for a successful Marketing Strategy - IE Business School (2020)
- Intercultural Management - ESCP Business School (2020)
- Marketing Management I - University of Illinois at Urbana-Champaign (2020)
- International B2B (Business to Business) Marketing - Yonsei University (2020)
- International Business-I - University of New Mexico (2020)

persons from different fields for bridging the gap between educators and corporate requirements.

Organized Faculty Development Program's including **ATAL AICTE 5-day FDP 2021**, Student Development Programs, Conferences, Workshops and Management Development Programs.

Session Speaker at AICTE-ISTE ONLINE INDUCTION/REFRESHER PROGRAMMES 2021 organized by BVVS Polytechnique Bagalkot, Christ University, Ramaiah College of Management, Jain Evening College, SJCC, and Jain Hubli Campus.

Founded and started the student clubs – **GrahaQ CMS Marketing Club**. Oriented and mentored students on organizing, and training activities, events, and workshops. Founding member and coordinating the students' event International Management Day, Management Expo, Dual day, Trade Show, Achievers Day (handled 1000+ awards and certificates distribution), and Illusion – Advertising Campaigns every year. Designed and developed C2C (5 step formula from campus to corporate) as part of internal assignment for final year BBA students.

Guest Lecturer for Degree and MBA Students NIMS, Bangalore

2010 – 2012

Delivered lectures related to marketing and HR. Extensive training in personal grooming, self-improvements and mentoring students for career growth opportunities in Human Resource.

Co-Founder and Director, NovoTree Minds Consulting Pvt Ltd.,

2009 – 2012

Founding member of NovoTree Minds Consulting, a senior level recruitment company. Independently handling portfolio of clients – Financial Services, Professional Services and IT for PAN India. Responsible for leadership and senior management recruitment. Leading a team of 5 experienced consultants, managing service delivery with high quality and within agreed timeline to close respective mandates successfully. Meeting clients on regular basis to build relationships and to add value

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- International Business-II - University of New Mexico (2020)
 - Entrepreneurial Strategic Management - University of New Mexico (2020)
 - Intro to International Marketing - Yonsei University (2020)
 - International Marketing Entry and Execution - Yonsei University (2020)
 - University Teaching - The University of Hong Kong (2020)
 - Research Data Management and Sharing - The University of Edinburgh (2020)
 - Digital Footprint- The University of Edinburgh (2020)
 - International Hospitality & Healthcare Services Marketing - Yonsei University (2020)
 - International Entertainment and Sports Marketing - Yonsei University (2020)

to client organizations. Introduced Lean concept and successfully implemented for the recruitment process.

Team Facilitator – PeopleSmart Consultants Ltd.,

Dec 2007 to August 2009,
Successfully handled recruitments for clients across levels, Support teams in business developments. Successfully closed VP, Director level assignments for existing clients and startup firms. Closed an entire audit team requirement for an MNC.

Earlier Assignments

1996 - 2004

Manager Pusparang, Onida Savak, and Featherlite chairs. Worked on targets as Sales Executive. Was responsible for meeting new clients, cold calling, negotiation and customer relationship management.

EDUCATION

PhD in Management

JAIN (DEEMED-TO-BE UNIVERSITY) AT BANGALORE

Thesis title: “Impact of Lifestyle Marketing on purchase decision by youth”

Guide: Dr. Soney Mathews

Presented and published papers 10 research papers (UGC Care and Scopus)

Marketing Management

IIMBx, Indian Institute of Management Bangalore.

September 2019

Certified In Marketing

Chartered Institute of Marketing, London, UK

Applied Marketing and Integrated Marketing Communication
June 2016

MBA in Marketing and HR

KIMS, Karnataka University Dharwad

April 1996

B.Ed

Karnataka University Dharwad

April 1994

B.Sc – PCM

Karnataka University Dharwad

April 1993

Other Certificate Course

Tableau – Beginner Level

Books Published

- Game of Cases: Case Analysis and Methodology
Publisher - Amazon Kindle Publication,
ISBN - 978-1690939047
Link:https://www.amazon.in/GAME-CASES-Case-Analysis-Methodology-ebook/dp/B07XF82681/ref=sr_1_2?crid=307AUTQ4L0DPH&keywords=game+of+cases&qid=1645926857&s=digital-text&sprefix=game+of+cases%2Cdigital-text%2C316&sr=1-2
 - Entrepreneurship in Emerging Economies
Publisher – Notion Press
ISBN – 9781649511805
Link: https://www.flipkart.com/entrepreneurship-emerging-economies/p/itmcc62a810a24b7?pid=9781649511805&lid=LS TBOK9781649511805M8BCSF&marketplace=FLIPKART&cmpid=content_book_8003060057_u_8965229628_gmc_pla&tgi=sem,1,G,11214002,u,,,395332127672,,,c,,,,,&ef_id=CjwKCAiAvOeQBhBkEiwAxutUVLqMYSRQyEdIjLvMTTONVmq0JHMik0V87ZP5mu_B4DUr-UXZOqoHABoC4KMQAvD_BwE:G:s&s_kwcid=AL!739!3!395332127672!!!u!295092701166!&gclid=CjwKCAiAvOeQBhBkEiwAxutUVLqMYSRQyEdIjLvMTTONVmq0JHMik0V87ZP5mu_B4DUr-UXZOqoHABoC4KMQAvD_BwE&gclsrc=aw.ds
 - Corporate Trends
Publisher: White Falcoon
ISBN: 978-1636402246
 - Advertising and Media Management
Publisher: Bonfring Publishers
ISBN: 978-81-951626-4-2
 - Marketing and Event Management
Publisher: Omkar Publishers
as per new CBCS 2020-21 for BCom – HARDCOPY
 - Principles of Marketing
Publisher: Omkar Publishers
As per New NEP Bangalore University – Hardcopy
 - Consumer Analytics
Publisher: Under Publication
as per new BBA syllabus
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KEY SKILLS AND CHARACTERISTICS

- Strong interpersonal and communication skills
- Ability to work collaboratively leading and as a part of a team
- Leadership
- Excellent organizational skills
- Documentations
- Poised under pressure
- Ability to interact with all levels
- Strong urge to new things and explore new opportunities.

INVITED FOR GUEST TALK

SL No	Host Institute	Session	Month and Year
1	Christ PU College	Career Guidance	2021
2	Jain College – Hubli	Digital Marketing	2021
3	Ramiah College	How to write and present a paper in an academic conference	2021
4	Sri Bhagavan Mahaveer Jain Evening College	Principles of Marketing	2021
5	BVVS Polytechnic, Bagalkot, KN	AICTE FDP	2021
6	St. Joseph College of Commerce	Innovation in Marketing	2023
7	Sambhram College of Hotel Management	Hon Chief Guest	2023
8	BNMIT	Conference Session Chair	2023

PAPER PUBLICATIONS

Sl No	Title of Paper	Journal Name	Impact Factor	ISSN No.	Year
1	A Study on Feasibility of Digital Marketing for Small and Medium Enterprises	International Journal of Exclusive Management Research	5.76	2249 – 2585	2015
2	Lifestyle factors influencing purchase	International Journal of Advance and	7.36	2394 7780	2019

	behavior of youth in India.	Innovative Research			
3	Case Study: Business Model of Flipkart India	International Journal of Current Research	7.992	0975 - 833X	2019
4	Influence of lifestyle on the shopping behaviour of youth in India	Journal of Xidian University	5.4	1001 - 2400	2020
5	A study on the lifestyle and consumption activities of youth in India. DOI:16.10089.IJMTE.2020.V10I05.20.3805	International Journal of Management , Technology And Engineering		2249 - 7455	2020
6	Influencing factors of lifestyle on the shopping behaviour of youth	Studies in Indian Place Names	6.3	2394 - 3114	2020
7	A study on how brand of electronic goods influence lifestyle of youth in India	Purakala	5.4	0971 - 2143	2020
8	Birth order as catalyst in the mental Health of academicians	International Journal for Research in Engineering Application and Management	6.83	2454 - 9150	2021
9	Job Title as a catalyst in determining the	International Journal for Research in Engineering Application	6.83	2454 - 9150	2021

	relationship between Motivation and Organizational Commitment	and Management			
10	A study on the Impact of Lifestyle on Young Indian Consumer Purchase Decision	AIMS International	double-blind refereed journal	978-1-943295-14-2	2021
11	Perception on new education policy (2020) among the UG and PG teachers.	International Journal of Research and Analytical Reviews	5.75	2349 - 5138	2021
12	An exploratory study on the challenges faced by teachers in online classes during pandemic - Covid 19	International Journal of Research in Engineering, Science and Management	4.308	2581 - 5792	2021
13	Customer Loyalty towards Branded Jewellery	Review Of International Geographical Education	Scopus	2146 - 0353	2021
14	Review On Technical Analysis on IT Sector Based Stocks Listed on Global Exchanges	Review Of International Geographical Education	Scopus	2146 - 0353	2021
15	Technical Analysis on IT Sector-Based Stocks Listed on Global Exchanges	Review Of International Geographical Education	Scopus	2146 - 0353	2021

16	Job Stress and its impact on Employee Motivation and Organizational Commitment	Journal of Positive School Psychology	Scopus		2022
17	Predicting Consumer Acceptance of the Proposed Open Network for Digital Commerce	Iconic Research And Engineering Journals	Peer Reviewed	2456 - 8880	2023
18	ChatGPT and the Education System: Challenges and Risks in Teaching Learning Systems	IGI Global	Scopus	DOI: 10.4018/979-8-3693-0205-7.ch010	2023
19	Transformation in Education System Post Covid -19 with reference to Bangalore City	Review of Research	Peer Reviewed	2249 - 894X	2023
20	The Role of Mental health in the Medical performance of MBBS Students	Migration Letters	Scopus	ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)	2024

CONFERENCES ATTENDED

S. N.	Title of Conference	Institute Full Name & Location	Paper Presented	Year
1	9 th PAN IIM WMC – Entrepreneurial innovation and digital governance for inclusive and sustainable growth.	IIM Sambalpur	Factors Shaping Consumption Patterns and Purchase Decisions of Youth in India	Jan 2024

2	1ST INTERNATIONAL CONFERENCE ON ECONOMICS AND PUBLIC POLICY (ICEP-I) : RESILIENCE AND ECONOMY	IIM – Shillong	Approaches employed by MSMEs in Karnataka during Covid-19	2023
3	International Marketing Conference II (iMarC 2022) Contemporary Research in Marketing: Innovation, Inclusion and Integration	IIM – Shillong	Role Of Social Media Marketing Activities In Influencing Customer Buying	2022
4	National Conference on Multidisciplinary Approach – The Role of NEP 2020 in Transforming Higher Education	Sr Bhagawan Mahaveer Jain Evening College	BEST PAPER AWARD Virtual Reality and its relevance in buying behaviour	2022
5	XVI International Conference on Public Policy and Management	IIM - Bangalore	-	2021
6	6 th International Conference on Contemporary Management	University of Jaffna – Sri Lanka	An exploratory study on the factors persuading lifestyle consumption in India	2021

7	International Marketing Conference	IIM – Shillong	Consumer Perception of Virtual Reality in the gaming industry.	2021
8	2 Day Virtual Conference on World Economic Resilience – Gearing for a better future	SJCC Bangalore	-	2021
9	International Conference	Harvard College Conference for Asian and International Relations	-	2021
10	2 Day Virtual International Conference	SJCC & Globethics.net Foundation Geneva, Switzerland	Enhancing Teaching Competencies through Professional Ethics	7 th & 8 th 2021
11	2 Day International Virtual Conference	Industry 4.0 – Leading Business Practices for Sustainable Milieu	Importance of virtual reality towards consumer purchase in gaming industry	25 th & 26 th Aug 2021
12	International Webinar	SJCC	-	2021
13	International Conference on Atmanirbhar Bharat (Self-Reliant India) Building Global Competitiveness Through	CMS JAIN (deemed-to-be University)	An Exploratory Study on The Issues Encountered by Academicians During the	2021

	Innovation, Integrity, and Inclusion		Online Classes Through Pandemic - Covid 19	
14	17th AIMS International Conference on Management held at IIM Kozhikode	IIM-Kozhikode	Lifestyle has an influence on the purchase decision of Electronic Goods.	January 2nd - 4th 2020
15	National Conference on Emerging Trends in Business and Finance	CMS JAIN (deemed-to-be University)	Lifestyle factors influencing purchase behavior of youth in India.	March 8th 2019
16	Research Retreat	JAIN (deemed-to-be University)	Lifestyle Marketing	2018
17	Research Retreat	JAIN (deemed-to-be University)	Lifestyle Marketing	2017
18	Emerging Trends in Business Management	Pune Institute of Business Management	A study on consumer behaviour towards online payment	2019
19	A study on feasibility of digital marketing for small and medium enterprises	St. Joseph's Institute of Management.	The Effect of Birth Order in the Academic Performance of Net generation	2015
20	XII International Conference on Business and Human Resources Management	Society of Technical and Management Professional	Association of Brands as an integral part of consumer lifestyle for household	2013

		s (STMP), New Delhi	electronic items.	
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PROGRAMMES ORGANIZED AT NATIONAL AND INTERNATIONAL LEVEL

S.N.	Programme	Theme	Year
1	FDP	Data Analysis in Research	27/07/2018
2	5 Day Workshop	SPSS	17/06/2018 to 21/6/2018
3	Seminar	Session on Hindu Mythology	8/8/2018
4	HR Conclave - 2018	Man Machine Collaboration	10-08-2018
5	National Conference	Finance and Business Trends	08-03-2019
6	HR Conclave – 2019	Future Blue Print of HR Excellence	6-08-2019
7	FDP	Financial Education	19/08/2019
8	FDP	Science of Retail	14/12/2019
9	FDP	Happily Retired	23/01/2020
10	Online FDP	SPSS & Structural Equation Modelling using AMOS	30/04/2020
11	Online FDP	Inquest of Research - SPSS and AMOS	06/05/2020

12	Online FDP	Empower, Enthuse and Excel in Research	24/12/2020
13	Online FDP	Quantitative Data Analysis using R	29/12/2020 – 30/12/2020
14	HR Conclave – 2020	Together Towards Tomorrow	10/11/2020
15	2 Day International Conference	Rediscovering Management of Business Post COVID–19	08/08/2020 – 09/08/2020
16	5 Day AICTE Sponsored FDP	Bridging The Gap Between Academia And Industry Through Advanced Pedagogical Techniques	08/06/2021 – 12/06/2021
15	2 Day International Conference	ATMANIRBHAR BHARAT (Self-Reliant India): Building Global Competitiveness through Innovation, Integrity, and Inclusion	25/6/2021 – 26/06/2021
16	SDP	Digitalize Yourself	27/01/2021
17	SDP	Shift	10/02/2021
18	SDP	How to handle minor failures in startups?	28/01/2022
19	SDP	Accelerate Personal Management and inevitable realities of life	10/02/2022
20	SDP	Communication: The key element of work life	10/02/2022
21	2 Day Marketing Conclave 2022	The Digital Evolution in Marketing	24/02/2022 – 25/02/2022
22	5 Day Faculty Enrichment Program	Professional Ethics- People Empower People	22 nd March to 26 th March 2022

23	2 Day International Conference	Two-Day International Conference on Innovative Practices for Sustainable Development: Business Management and Analytics	2nd and 3rd of September 2022
24	2 Day National Conference	2 Day National Level Student Conference on Industrial Symbiosis Through Eco Innovation And Sustainable Management	17 th and 18 th April 2023
25	2 Day International Conference	Two-Day International Conference on Artificial Intelligence's Role in Promoting Sustainable Business Development	8th and 9th Dec 2023