



Mr. Sunil R Hegde

Assistant Professor

Specialization:Marketing

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Qualification

- MBA
- NET
- K-SET
- BBA

Work Experience

- 2019-Present
-Assistant Professor
- Center for Management Studies, JAIN (Deemed-to-be University), Bangalore
- 2018-2019
- Implementation Engineer - Grey TipSoftware Pvt Ltd
- 2016-2018 - Entrepreneur - Kaushal Academy

Courses Facilitated

- Conflict Management
- Journalism
- Retail Management
- EVS
- Business Ethics

Career Summary

Sunil R Hegde is an Assistant Professor at Center for Management Studies, JAIN (Deemed-to-be University). His objective behind choosing the teaching career is to impart adequate knowledge of the subject-matter and shape the students' career. He worked in Corporate/Self-Business for almost two years. His areas of research interest are Marketing Management, Human Resource Management, and Entrepreneurship Development.

Research Interest

Human Resource management

Research Publications

Sl.No	Title of Paper	Journal Name	Impact Factor	ISSN No.	Scopus Indexed	Year
1	A study on impact of work life balance on psychological and physical wellbeing of employees in higher education sector in Bangalore region	International Journal of Multidisciplinary Research and Technology	6.325	2582-7359	N	2023
2	Influence of social media on business in India	TIJER - international research journal	8.57	2349-9249	N	2023
3	The Impact of a Vegan Diet on Health	International Journal of Research Publication and Reviews	5.536	2582-7421	N	2023
4	A Study on contribution of OTT platform towards screen usage pattern by Gen z	International Journal for Research in Engineering Application & Management	7.427	2454-9150	N	2023
5	A study on growth of electric vehicles in India	Journal of Emerging Technologies and Innovative Research	7.95	2349-5162	N	2023
6	The impact of thrift stores	International Journal of Innovative Research in Technology	7.376	2349-6002	N	2023
7	A study on water conservation through atmospheric air extraction of water	International Journal of Development Research	8.05	2230-9926	N	2023
8	A Study on Electric Vehicles and It's Uses in Nepal	International journal of innovative research in technology	7.376	2349-6002	N	2023
9	A Study on Uses of Mobile Application for Health	International Journal of Research Publication and	5.536	2582-7421	N	2023

Member on Committees / Editorial Boards

- Conference: 2019-Present
- FDP Committee

Professional Memberships

-NIL-

	Benefits in India	Reviews				
10	A study on entrepreneurial opportunities from recycling of waste plastics material	TIJER - international research journal	8.57	2349-9249	N	2023
11	A Study on the use of AI (Artificial Intelligence) in Beauty Industry in India	International Journal of Research Publication and Reviews	5.536	2582-7421	N	2023
12	A study on usage of eco-friendly biodegradable diapers in India	International Journal of Development Research	8.058	2230-9926	N	2023
13	A study on crypto currency	TIJER - international research journal	8.57	2349-9249	N	2023
14	Comparative study of cab aggregators	International Scientific Journal of Engineering and Management	5.081	2583-6129	N	2023
15	Impact of Thrift stores on Fashion, Teenagers and the Environment	International Journal of Research Publication and Reviews	5.536	2582-7421	N	2023
16	A Qualitative Study on the Economic Impact of E-Recycling	International Journal of Research Publication and Reviews	5.536	2582-7421	N	2023
17	A study on exploring the possibilities of transparent solar panels for future solar applications in India	International Journal of Development Research	8.058	2230-9926	N	2023
18	A Study on Consumer Behavior in Aggregator Apps	International Journal of Research Publication and Reviews	5.536	2582-7421	N	2023
19	Impact of smart technology on automobile, fashion & corporate industries	International Journal for Research in Engineering Application & Management	7.427	2454-9150	N	2023
20	A study on Knowledge Management as an asset to build career among university graduate students in Bangalore Region	A study on Knowledge Management as an asset to build career among university graduate students in Bangalore Region	6.7	2454-9150	N	2022
21	Employees Locked at Home: Revisiting Motivation Theory-An Analytical Study	Journal of Positive School Psychology	0.54	2717-7564	Yes	2022
22	A study on Consumer Perception Towards Digital Payments in selected parts of Karnataka	International journal of creative research thoughts	5.76	NA	N	2022
23	A Study on Online Payment Apps in Selected Areas of Urban and Rural Karnataka	Review of international geographical education	4.78	2146-0353	Yes	2021
24	A study on Emerging trends in Digital payment transactions in India	International Journal for Research in Engineering Application & Management (IJREAM)	6.7	2454-9150	No	2021
25	The Role of Birth order in the Emotional Intelligence of Mass Communication Students	International Journal of Management, Technology and Engineering	6.3	2249-7455	No	2020

Articles / Case Studies

- NIL -

Consultancy / Projects

- NIL -

Books / Chapters

S.N.	Title of Book	Publisher	ISBN
1	360 Degrees of Journalism	Amazon Publication	978-1659624755
2	Conflict Management	Notion Press	978-1648920608
3	Disaster Management	Notion Press	978-1685862572
4	People Management	Bluerose publisher pvt ltd	978-9354727999
5	Event Management	Notion Press	979-8888833919
6	Introduction to People Management	Notion Press	978-7788833818

Activities

S.N	Activity	Title	Year
1	Happily, Retired – Retirement Benefits from Finance Perspective	National Level FDP	2020
2	Innovative Teaching Pedagogy in Education for Gen Z and Gen Alpha in the Era of Information Explosion	National Level FDP	2020
3	Trending Teaching for Participation and Performance	National Level FDP	2020
4	Created and Conceptualized CMS Chronicle	Journalism Day	2020
5	Creating New Knowledge-Blend of Research and Data Analysis	National Level FDP	2020
6	Faculty Development Programme	New Age Teaching	2020
7	Inquest of Research-SPSS and AMOS	National Level FDP	2020
8	Mental Wellbeing - Identifying Signs of Stress/Illness and Self-Care in Care Giving Profession	National Level FDP	2019

Recognition / Awards

Academic Excellence Award by MSNM Besant College

Seminar Conferences Attended

S.N.	Title of Conference	Institute Full Name & Location	Paper Presented	Year
1	International Conference Recent Advancement and Innovation in Business & Management & Its Contemporary Issues in Sustainable Economy "ICRAIBM2023"	SBMJEC, V V Puram	A study on impact of work life balance on psychological and physical wellbeing of employees in higher education sector in Bangalore region	2023
2	"National Conference on Multidisciplinary Approach – The Role of NEP 2020 in Transforming Higher Education"	SBMJEC, V V Puram	Virtual reality and its relevance towards buying behaviour	2022
3	Exploring Innovative Management Practices	MSNM Besant Institute of PG studies	The Future of Green Products Under Make	2016

	to Achieve Make in India	Mangalore	in India Concept	
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Online Certifications:

S N	COURSE	UNIVERSITY	YEAR
1	International Business-II	University of New Mexico	2020
2	International Business-I	University of New Mexico	2020
3	Emotional Intelligence and Leadership	ISB, Hyderabad	2020
4	Negotiation, Mediation, and Conflict Resolution - Capstone Project	ESSEC Business School	2020
5	Intro to International Marketing	Yonsei University	2020

Webinars-FDP/MDP

S N	FDP/MDP-WEBINAR	INSTITUTION	YEAR
1	Mindfulness for Educators	JAIN (Deemed-to-be University), Center for Management Studies.	2020
2	Managing Stress During Uncertain Times	JAIN (Deemed-to-be University), Center for Management Studies.	2020
3	COVID-19 Crisis: The Global Economy Reshaping	JAIN (Deemed-to-be University), Center for Management Studies.	2020
4	Paradigm Shift in Teaching Pedagogy - Post COVID-19	JAIN (Deemed-to-be University), Center for Management Studies. - IQAC	2020
5	Goal Setting That Cannot Fail	JAIN (Deemed-to-be University), Center for Management Studies.	2020
6	One-Day National Symposium on Supply Chain Management in the Crisis of COVID-19 Pandemic	Seshadripuram College, Bangalore	2020
7	Managing Your Finances & Investments During COVID 19	SSMRV College	2020
8	COVID-19: Implications for the Economy	JAIN (Deemed-to-be University), Center for Management Studies.	2020
9	Marketing During COVID-19	JAIN (Deemed-to-be University), Center for Management Studies.	2020
10	Crafting the Post-COVID Bounce Back	JAIN (Deemed-to-be University), Center for Management Studies.	2020
11	Information Systems During and After the COVID-19	JAIN (Deemed-to-be University), Center for Management Studies.	2020
12	Impact of COVID on Entrepreneurship	JAIN (Deemed-to-be University), Center for Management Studies.	2020
13	Digital marketing 101	IIDE	2020
14	Inquest of Research - SPSS and AMOS	JAIN (Deemed-to-be University), Center for Management Studies.	2020
15	Creating New Knowledge: A Blend of Research and Data Analysis	JAIN (Deemed-to-be University), Center for Management Studies.	2020