



Vineeth Ravindran

Assistant Professor

Specialization: Entrepreneurship, Marketing

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Qualification

**Ph. D (Pursuing-
Entrepreneurship)**
MBA
B.Sc. (Hons)

Work Experience

- 2022 – Present
Assistant Professor,
JAIN (Deemed-to-be
University), Center for
Management Studies,
- 2015 – Present
Chasing Sun, Founder –
CEO
- 2012 – 2014
Idea Cellular, Bengaluru
Senior Mgr. Enterprise
Business
- 2010 – 2011
Tata Communications,
Bengaluru, Partner
Account Manager
- 2007 – 2010
Reliance
Communications,
Bengaluru, Senior
Manager – Sales
- 2003 – 2007
VSNL, New Delhi, Asst.

Career Summary

With 25 years of experience, nearly 20 of which were spent in large corporate environments, like Tata Communications Ltd (aka VSNL), Reliance Communications and Idea Cellular.

Having helped set up operations for a training institute for East, from Kolkata, to starting the first branch in Delhi for a Mumbai based IT Services company, to being the first member of the team that rolled out the retail fibre network for VSNL in Delhi, being part of the 3 member business team in Bangalore that rolled out India’s first commercial WiMAX (precursor to 4G LTE) network and later helping transition the Enterprise Business Unit in Idea Cellular, Bangalore, to the more effective channel model, Vineeth has always been in a start up mode in every organization.

An experienced social entrepreneur, joining the start-up league in 2015 with a social impact start up that partnered with the Govt. of India on their e-commerce initiative for the Handloom sector.

Presently pursuing his PhD in Management with research interests in Sustainable Entrepreneurship, Impact of Entrepreneurship Failure, Social Impact Start-ups, and Digital Strategies for Start-ups. A growth hacker and start up enthusiast, he now spends time sharing knowledge of start-ups and entrepreneurship with budding future entrepreneurs at JAIN (Deemed-to-be University), Center for Management Studies.

Research Interest

- Entrepreneurship
- Innovations
- Sustainability
- Business Models
- Digital Marketing
- Luxury Brands
- Metaverse

Research Publications

<p>Manager – Sales and Access,</p> <ul style="list-style-type: none"> ▪ 1999 - 2003 	<p><u>Articles / Case Studies</u></p>
<ul style="list-style-type: none"> i. Eagle Information Systems (P) Ltd., Delhi, Territory Manager ii. Omnitech Info Solutions Ltd., Delhi, Branch In-charge (Ops) 	<p><u>Consultancy / Projects</u></p>
<ul style="list-style-type: none"> iii. I-bott Technologies Pvt. Ltd., Kolkata, Senior Executive – BD iv. Wintech Computers, Kolkata, Senior Executive 	<p><u>Articles</u></p>
<p><u>Courses Facilitated & Taught</u></p> <ul style="list-style-type: none"> • Introduction to Entrepreneurship • Digital Marketing • Managing Luxury Markets • Principles of Management • Brand Management • Customer Analytics • Advertising & Media Management • E-Commerce • Contemporary Marketing Practices • Introduction to Textiles • Food & Beverage Service Operations 	<p><u>Books/Chapters</u></p>
	<p><u>Activities</u></p> <ul style="list-style-type: none"> ▪ Trainer for the TiE Bangalore Chapter for their flagship course for young entrepreneurs – TiE Young Entrepreneurs (TYE) Program ▪ Mentor for the TYE Program of TiE Bangalore ▪ External Examiner at SSMRV College for their Business Project
	<p><u>Recognition / Awards</u></p>
	<p><u>Seminars and Conferences Attended</u></p> <ul style="list-style-type: none"> ▪ Five Day Faculty Refresher Programme, 2023, JAIN (Deemed-to-be University), Center for Management Studies. ▪ International Entrepreneurship Summit ‘AVLOKAN 2.0’ 2022, JAIN (Deemed-to-be University), Center for Management Studies. ▪ The Economic Times SDG Summit 2021. ▪ The Economic Times Net Zero Summit 2021. ▪ ISIM 2021 (International Symposium on IoT and ML FOR Ecosystem Restoration and Multi-Hazard Resilience) ▪ Virtual Conference on Changing Nature of Innovation by Ahmedabad University and Centre for Technology, Innovation and Economic Research (CTIER) in 2021. ▪ Building Resilience For Sustainable Industry 4.0: by Erasmus + and JAIN (Deemed-to-

<p><u>Member on Committees / Editorial Boards</u></p> <p><u>Committees</u></p> <p><u>Editorial Board</u></p> <p><u>Professional Memberships</u></p>	<p>be University), Center for Management Studies; May 2022</p> <ul style="list-style-type: none"> ▪ International Conference on Innovative Practices For Sustainable Development: Business Management and Analytics by JAIN (Deemed-to-be University), Center for Management Studies, Institute of Analytics and Erasmus + ; Sept '22
	<p><u>Online Certifications and Webinars</u></p> <ul style="list-style-type: none"> ▪ How to Research and Write Using Generative AI Tools '23 ▪ Storytelling and Content Creation to Transform Your Personal Brand '23 ▪ Introduction to Generative AI with GPT '23 ▪ Innovation and Creativity Management study course from RWTH Aachen University in Dec 2022. ▪ Statistical Discovery using JMP, '22 ▪ One-month Online Research Training by MSME-Technology Development Centre (PPDC), Ministry of Micro, Small & Medium Enterprises, Government of India in 2021. ▪ Webinar titled 'Religion and the Rise of Capitalism' by Foundation for Economic Growth and Welfare in 2021.