

Name of Faculty Dr. B.V.Jayanthi

Designation Associate Professor - SMS

Nature of Job/Appointment Regular

Date of Joining 01-07-2024

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Education Qualifications	Name of the Degree	Class
Ph. D	Doctor of Philosophy (Marketing) University of Madras, Chennai	Awarded
PG	M.B.A. (Marketing)	First
	M.Phil (Marketing)	Second
	M.A. (Public Admn)	Second
UG	BA (Eco)	First
NET	UGC NET (Management)	-

#### Work Experience

Teaching	23 Years
Research	--
Industry	--
Others	--

#### Area of Specialization

Marketing

#### Professional Memberships

Hyderabad Management Association – IM 2476  
Commerce and Management Association of India – CMA/23/0552

#### Responsibilities held at the Institution Level

#### Responsibilities held at the Department Level

1. Mentorship
2. Internship coordinator
3. In-charge- Case study repository
4. Department Research Committee

#### Research Guidance

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#### Awards Received

AKS Global Teacher Award, Nov' 2023

'Best Innovative Teacher' – Knowledge Research Academy- Dec' 2024

'Excellence in Education – Pride of Education Awards – Dec' 2024

Pillars of India – ESN Publications – Sep' 2025

Best Educator – beacon of Education Award Jan' 2026

UG Level: Marketing Management, Behavioural Science, International Marketing, Sales & Distribution Management

Courses Handled at Under Graduate / Post Graduate Level.

PG Level: Marketing Management, Retail Management, Consumer Behaviour, Services Marketing, Product & Brand Management, Integrated Marketing Communication, Customer Relationship Management, Entrepreneurship, Project Management

No. of Papers Published

National Journals – 05

International Journals – 15

National Conference – 08

International Conference – 09

Projects Carried out

Patents

Intelligent Search System for Enhancing Supplier Relationship Management (Application No.: SW-22510/2025-CO)

The valuation Channel of Corporate Social Responsibility in Emerging Markets

Technology Transfer

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Invited Speaker

1. National Examiner – PhD defence - SRMIST
2. At DIGICOM'17 - 3D view of Digitalization – at Chevalier T. Thomas Elizabeth College for Women, Chennai – 17-02-2017
3. Technical Session Chair – at SIES, Navi Mumbai – International Marketing Conference on Smart Marketing in the VUCA World – 09-11-2019

Editor – Futuristic Trends in Management, Engineering, Arts and Science – Tech Press – New Delhi – Jan 2025

No. of Books/Chapter Published with details

1. Empowered to Innovate: Perspectives on India's Entrepreneurial Landscape, published by Chendur Publishing House
2. Published a chapter in the book titled 'Recent trends in Business Management', published by Shineeks Publisher, August, 2024
3. Consumer Behavior – Laxmi Publication – Trinity press – New Delhi, April, 2021
4. Contributed 3 chapters in Marketing Management Text book – Himalaya Publication – 2022
5. Contributed 8 one-page case studies – A treasure of Mini Marketing Cases – Himalaya Publication – 2022

Workshops Conducted

Details of Short-Term Training Programs/Faculty Development Programs/Seminars/Workshops. Other Training (Attended and/or Organized).

1. Case writing as a significant tool of pedagogy – Jaipur National University – Dec 2021
2. Fundamentals of Digital Marketing – SRC College, Trichy – Jan 2017
3. Green Marketing – Ethiraj college, Chennai – Oct 2016
4. Placement workshop – Fatima college – Madurai – Oct 2016
5. Persuasive Selling Skills – Rajalakshmi Engineering college & Rajalakshmi Institute of Technology – Sep-Oct 2016

**Workshops Organized**

1. Overview of Research paper publication – Dr Nitin Vaidya – 02-04-2020

2. Bibliometric Analysis – Dr Rahul Pratap Singh – 28-04-2020
3. ATLAS Ti & Qualitative Research – Dr Ajay Gupta – 30-04-2020
4. Bibliometric Analysis using R Studio – Prof Vimmy Arora – 06-01-2021
5. Fundamentals of Research Publication – Dr Vimal Babu – 09-01-2021
6. Qualitative Research through Research Onion Model – Dr Merlin Mythili – 11-01-2021
7. Research paper out of Capstone Project (for students) – 13-01-2021

#### FDPs / Workshops attended

1. ATAL-FDP on Strategic Leadership in Manufacturing and industry 4.0 – 10-02-2025 to 14-02-2025
2. NPTEL – Entrepreneurship – 12 weeks – FDP – Oct 2024
3. NPTEL – Digital Marketing – 6 weeks – Dec 2024
4. Formulating Research Problems – Prof Zubin Mulla – TISS – 31-07-2021
5. Literature Review process – Prof Zubin Mulla – TISS – 07-08-2021
6. Alternative Methodologies in quantitative research - Prof Zubin Mulla – TISS – 14-08-2021
7. Introduction to qualitative research – Dr Kunal Kumar Jha – 21-08-2021
8. Qualitative research methodologies - Dr Kunal Kumar Jha – 28-08-2021
9. Coding data - Dr Kunal Kumar Jha – 04-09-2021
10. Quantitative data and journal requirements – Dr Dordan K.Saini – 11-09-2021
11. Forging collaborations - Dr Dordan K.Saini – 18-09-2021
12. Journal Review Process - Dr Dordan K.Saini – 25-09-2021
13. Enhancing Teaching Pedagogy in Marketing – Forum of Marketing Education – Mumbai – 27-04-2019
14. New NAAC Guidelines and Self Study Report Writing – SIES, Navi Mumbai – 07-10-2017
15. Talking research – Why not publish before it gets perished – Rajalakshmi School of Business – 28-01-2017
16. FDP on Managerial Competencies for Educational Administrators – ITM Business School, Chennai. 04-11-2016
17. Second Edition of Regional Management Conclave – scaling Up to Stay Relevant – CII – 21-10-2016
18. Research Methodology – Alagappa University – 09-12-2006
19. Business Research techniques & Directions – ICSSR sponsored - Padmavati Mahila Visvavidyalayam – Tirupati - 23-06-2005 – 02-07-2005

Details of Journal Publications/  
Conferences (National and International)

1. 'From sanctity to Sustainability: Mahakumbh 2025 – A Beacon of eco-Tourism And Green Governannce – International Journal of Environmental Sciences, Volume II, No 18S (2025) SCOPUS
2. A Scoping Study On Energy Management System In The City Of Hyderabad - Archives For Technical Sciences, Dec' 2025
3. Implications and Applications of Human Centric Marketing in the Era of Industry 5.0 – Advances in Consumer Research, Volume 2, Issue 4, ISSN: 0098-9258 (ABDC - B Category)
4. Transforming Tourism through AI: A Kerala Case Study using SMART Model – Academy of Marketing Studies Journal (AMSJ), Vol 29, (regular) Issue 4, August 2025, ISSN: 1095-6298 (ABDC - B Category)
5. A Scoping Study on the Energy Management System in the City of Hyderabad – **Archives for Technical Sciences** (Web of Science), ISSN: 2233-0046, 1840-4855
6. Exploring Factors Affecting E-Learning Adoption among Students in Indian Business Schools: Employing Structural Equation Modelling Technique', - KRONIKA journal (ISSN N0- 0023:4923) Volume 24 Issue 10, October 2024, pp 25-46
7. Miniso – Will 'make for the minimalist' principle work in India?', Case – Turkish Online journal of qualitative inquiry, Vol 12, Issue 6, July 2021, pp 5299-5304
8. 'Ad Blocking perspectives – drivers of pleasant and unpleasant online user experiences', research paper - Turkish Journal of Computer and Mathematical Education, Vol 12, Issue 12 (2021), pp 4223-4235
9. 'Did the art of storytelling enter the elite band of proven digital strategies? A case on paperless postcards', case study – Elementary Education online (2020), vol 19, issue 3, pp 2871-2877
10. 'Purchasing Behavior in A Pandemic Condition- An Analysis on COVID19 Impact', in International Journal of Business and Management Invention (IJBMI), Volume 9 Issue 4 Ser. I, Apr. 2020 , PP 10-15, ISSN (Online): 2319-8028, ISSN (Print):2319-801X
11. 'People based approach-a marketing essential to align with the millennials', in the International Journal of Business and Management invention (IJBMI), Volume 8, issue 10, (pp 39-45), October 2019, ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X
12. 'Celebrity endorsement as a stimulus in tourism advertisement recall – an analytical study in Mumbai, India', in the Journal of Emerging Technologies and Innovative Research (JETIR), Volume 5, Issue 11, (pp 545-555), December 2018, ISSN-2349-5162
13. 'Parental pressurizing factors leading to the purchase of products / services on children's demands' in the international Journal of Management studies (IJMS),Volume V, Special issue 5, August 2018, EISSN: 2231-2528 ISSN: 2249-0302
14. 'Relevance of Meaning Transfer model to the children of today: A study conducted in the city of Chennai' in the International Journal of Marketing Management, Volume 4, issue 1, (pp 24-35), February – June 2018, ISSN 2454-5007
15. 'A diagnostic study on subliminal communication as a definitive too to create or intensify purchase intention', in the international Journal of Management Studies, Volume 5, issue 2(4),(pp 85-91), April 2018, ISSN 2249-0302, EISSN 2231-2528
16. 'Does treating the self with shopping act as a mood lifter? an empirical study on retail therapy in Mumbai and Chennai', in the International Journal of Creative Research Thoughts, Volume 6, Issue 1, (pp 520-530), March 2018, ISSN:2320-2882
17. Consumer socialization process and the adolescent junk food consumption in Chennai and Hyderabad', in The Indian Journal of Marketing (SCOPUS indexed), March, 2017, volume 47, Issue 3, (pp 43 – 61), ISSN 0973 – 8703
18. Factors influencing bandwagon effect in Hyderabad – an empirical study in the international Journal of Business & Management, Globeedu Group, September 2015 issue, Volume 3, issue 9, ISSN 2321-8916
19. 'The relevance of FRED principle to the celebrity endorsement-an analytical study conducted in Hyderabad' in the September issue of the international journal of research in social sciences and humanities. ISSN: 2454 – 4671
20. 'The adolescent consumption pattern and its susceptibility to peer pressure and communication – An empirical study conducted in Hyderabad' in the International Journal of Innovative Research and Development, Volume 4, issue 8, July 2015, ISSN 2278-0211 (online)
21. 'Factors influencing the adolescecent consumers' impulse buying intention with respect to FMCG in Hyderabad – an empirical analysis in Blue Ocean Research Journal, August 2015 edition, ISSN 2319-5614
22. 'Influence of children on the family purchase decisions with respect to Hyderabad – an empirical study in international journal of marketing, financial services & management research, July 2015 edition, ISSN 2277 3622
23. 'The CBBE model and brand recall perspective with regard Patanjali Ayurvedic products – an empirical study conducted in Hyderabad' in the international journal – Asian Journal of Research in Marketing, June 2015 edition (ISSN ONLINE 2319-2836) a monthly publication
24. -An article in the international journal - 'Guru Nanak Journal for Multi Disciplinary Research' (Journal ISSN 2277-1409) a bi-annual publication of Guru Nanak College, Chennai, vol.1, No.1, inaugural issue, June 2012- Consumer Socialization of children – delight or dilemma?
25. A research paper in international journal, Management Prudence (Journal ISSN 0975-6671) published by the Summer Internship Society April, 2012-Relevance of Erikson's fifth stage of cognitive



development to today's kids – an analytical study

#### Conferences / Seminars

- Impact of True Digital Transformation on the Indian Beauty Retail Sector: The Case of Nykaa - *5th International Conference on Recent Trends in Engineering, Technology and Management*, Suguna College of Engineering, Coimbatore, April 4–5, 2025
- A Scoping Study on the Energy Management System in the City of Hyderabad  
*5th International Conference on Recent Trends in Engineering, Technology and Management*, Suguna College of Engineering, Coimbatore, April 4–5, 2025
- Educators' Well-being and Mental Health in the Workplace: Addressing the Impact of the Accreditation Process at Institutions  
*13th International Conference on Contemporary Engineering and Technology*, Prince Shri Venkateshwara Padmavathy Engineering College, March 22–23, 2025
- Human-Centric Marketing: Its Implications and Applications in the Era of Industry 5.0 – Bridging Technology and Consumer with a Special Focus on Rural India  
*11th ICOMBS – IBS Conference on Marketing and Business Strategy*, IBS Hyderabad, March 21–22, 2025
- The Labyrinth of Choices and Challenges: My Journey as a First-Generation Woman Entrepreneur  
*International Conference on Women Entrepreneurship & Financial Inclusion: Pathways to Vision Viksit Bharat @ 2047*, Chaitanya Bharathi Institute of Technology, Hyderabad, February 6–7, 2025
- 'Bridging the Gap through Technology: An Analytical Study of Student Centric Learning and Engagement in Indian Higher Education Context' at the International Conference on Emerging Trends in Business Management: Entrepreneurship, Technology, and Sustainability (ICETBM-ETS 2024) held during 13-14 December, 2024 at Chaitanya Bharathi Institute of Technology, Hyderabad
- 'A Study of Local Community Upliftment Through Sustainable and Responsible Tourism in Kerala' at the International Conference on Emerging Trends in Business Management: Entrepreneurship, Technology, and Sustainability (ICETBM-ETS 2024) held during 13-14 December, 2024 at Chaitanya Bharathi Institute of Technology, Hyderabad
- 'The Impact of True Digital Transformation on the Indian Beauty Retail Sector: The Case of Nykaa' at the International Conference on Emerging Trends in Business Management: Entrepreneurship, Technology, and Sustainability (ICETBM-ETS 2024) held during 13-14 December, 2024 at Chaitanya Bharathi Institute of Technology, Hyderabad
- Integrating Yoga Philosophy into Sustainable Living: A Holistic Approach to Environmental and Social Well-being' at the International Conference on Emerging Trends in Business Management: Entrepreneurship, Technology, and Sustainability (ICETBM-ETS 2024) held during 13-14 December, 2024 at Chaitanya Bharathi Institute of Technology, Hyderabad
- 'Technology as a Catalyst for Sustainable Trade: Strategic Implications' at the International Conference on Emerging Trends in Business Management: Entrepreneurship, Technology, and Sustainability (ICETBM-ETS 2024) held during 13-14 December, 2024 at Chaitanya Bharathi Institute of Technology, Hyderabad
- Be someone's light – Samskar way of rehabilitating Joginis in the Rural Conclave at ITM Navi Mumbai, December 2021
- 'People-based marketing – a marketing essential to align with the millennial', on 07-02-2019, at K.J.Somaiya Institute of Management, Mumbai in 14th SIMSR Global Marketing Conference
- Inabsentia research paper in the National conference conducted by National Institute of management, Chennai, 30-03-2012 - Impact of celebrity endorsement coupled with social Media networking on the purchasing intention of children – a study conducted in Hyderabad
- Inabsentia paper at the Eighth AIMS International Conference on Management (01-01-2011 to 04-01-2011) "Kidfluencer-bidding adieu to the diminishing innocence"
- Inabsentia paper at the International Marketing Conference, 2011 conducted by Indian Educational Society's Management college and research center (13-01-2011) "The art of day care that started as imitation and ended in innovation – A case study on 'Kanchana Paati', a premium day care center in Chennai
- International Case Writing Competition, Dhruva College of Management, December, 2010 (quality is remembered long after price is forgotten – A case study on the success factors of ASAHI Glasses Ltd., Uttarkhand)
- National Seminar at Vignan Jyoti Insititue of Management, Hyderabad in September, 2010 (Paradigm shift in operations – a case study of Venkateswara Hatcheries Ltd, Hyderabad)
- National Seminar in the department of Management Studies, Annamalai University in July, 2010 (buzz marketing or brand participation Bollywood always bangs-a case study on 'My Name Is Khan')
- Saveetha Engineering College, Chennai (Products are from factory and brands from mind) on 28-04-2010 in the National Conference on "Corporates: Management, Governance, Issues & Challenges"
- PRIST University, Chennai (Brand activation – the key to success) on 27-03-2010 in the National Seminar on "Quality Enhancement and sustenance in Managerial Practices" (ISBN 978-81-909575-2-6)
- National conference in Rajalakshmi Engineering College, Chennai (From lateral thinkers to innovative ad executors) on 25-02-2010
- 3rd International conference (when invention mothers necessity) conducted at Sairam Institute of Management, Chennai on 24/09/2009 and 25/09/2009 which was selected to be published in the book volume (ISBN 978-81-907733-9-3)