



**Name: Chetan T.R**

Designation: Assistant Professor

Specialization: Marketing

Email : [tr.chetan@jainuniversity.ac.in](mailto:tr.chetan@jainuniversity.ac.in) LinkedIn:

<b><u>Qualification</u></b>	<b>Career Summary</b>	Worked in Sales and Marketing for 5 years during the start of my career. Have Academics experience of more than 13 years. Research experience of 11 years. Interested in developing new pedagogies in teaching, counsel and mentor students to develop and achieve goals in life.
	<b>Work Experience</b>	
<b><u>Work Experience</u></b>	<b>Research Interest</b>	Interested in Consumer behavior field. Also working on interdisciplinary field of research.
	<b>Research Publications</b>	12 articles published in UGC, Scopus and ABDC journals.
	<b>Articles / Case Studies</b>	<b>1 Case study published</b>
	<b>Courses Facilitated</b>	
<b><u>Member on Committees / Editorial Boards</u></b>	<b>Consultancy / Projects</b>	<b>Nil</b>
	<b>Books / Chapters</b>	<b>Co-Authored a book on Consumer Relationship Management.</b>
	<b>Activities</b>	<b>Into Sports, Arts and Mentoring.</b>
<b><u>Professional Memberships</u></b>	<b>Recognition / Awards</b>	<b>Won best case award in Case writing competition conducted by CII – Western zone. Felicitated by JAIN (Deemed-to-be University) for the research contribution.</b>
	<b>Seminar Conferences Attended</b>	Have attended and presented articles in 10 National and International conferences