



Name: PURUSHOTHAM. H C

Designation: Assistant professor

Specialization: Marketing and Finance

Email : purushothamhc@jainuniversity.ac.in
<https://www.linkedin.com/in/purushotham-h-c-2a38b9151/>

LinkedIn:

Qualification

B.com, MBA, (PhD)

Work Experience

Assistant professor – SJES
 College of Management
 Studies- BNU

AssistantProfessor -
 School of Management
 Studies, REVA
 UNIVERSITY

Courses Facilitated

Marketing Management

Consumer Behavior

Fundamentals of
 Accounting

Business Law

Integrated Marketing
 Communication

Advertising

Banking Law and
 operations

Talent and Knowledge
 Management

Stock Market Operations

Organizational Behavior.

**Career
 Summary**

Having academic and industry working experience starting from, Insurance advisor, tours and travels, Marketer, and academic exposure towards good research. Being a passionate teacher, having believed in motivational and value-based learning. My core research area is Marketing and its various related elements and components. Working with people in various geographical locations with varied cultures has given an exposure to understanding human behavior

**Research
 Interest**

Marketing and Tourism – Sensory Marketing

**Research
 Publications**

“Impact of Informal Learning through Social Media and Technology-based Channels onEngineering Students” ISSN 2581-6748 Peer-reviewed open access National Journal Vol. 4.

**Articles / Case
 Studies**

NIL

**Consultancy /
 Projects**

Guided for UG and PG Projects

**Books /
 Chapters**

Rural Marketing text book has been published in Nitya Publication B0CG1ZQFXH
 “Evaluating social media communication

Activities

- Co-coordinator for Marketing Club ‘SRUJAN’ in School of Management Studies, REVA University.
- Co-coordinator for the Sports club in the School of Management Studies, REVA University.
- Academic Counselor for BBA Admission in the School of Management Studies.
- NAAC 4 and 7 Co-coordinator in the School of Management Studies, REVA University
- Coordinated with VANMOSTAVA from NSS Unit, the best practice in REVA University.
- Coordinated with Industrial Visit for BBA students.

<p><u>Member on Committees / Editorial Boards</u></p> <p>Departmental NSS & Sports coordinator – SMS -REVA University</p> <p><u>Professional Memberships</u></p> <p>Centre for Educational and Social Studies</p>		<ul style="list-style-type: none"> • Co-coordinator for guest talks and Certification program in the School of Management Studies, REVAUniversity. •
	<p>Recognition / Awards</p>	<ul style="list-style-type: none"> ✓ Best project award at academic level INTUIT Innovation Manifested project exhibition 2k19 - A STUDY ON ADVERTISEMENT EFFECTIVENESS” OF IFFCO Tokyo General Insurance. ✓ Award of Excellence and Valuable contribution for the development of the Institution associated with SJESCollege of Management Studies. ✓ BEST Paper award on a paper titled “Evaluating social media communication effectiveness on travelplanning of youths” in the international conference organized by Garden City University. ✓ BEST Paper award on a paper titled “Impact of Augmented Reality on Visual and Auditory Sensory in Influencing Sustainable Consumption among Online Shoppers” at the international conference on "BUSINESS RESILIENCE IN THE ERA OF GLOBAL TURBULENCE" organised by JAIN (Deemed-to-be-University), India in association with ISDC & ACCA on April 4th & 5th, 2024.
	<p>Seminar Conferences Attended</p>	<p>15 faculty development programs</p> <p>15 international and national conference</p> <p>10 workshops and seminars</p>