



Dr. N.S. VISWANATH
Director & Principal

ACADEMIC BACKGROUND

Ph.D., Economics, Karnataka University, Dharwad, 1994.

Dissertation : Arecanut Marketing in Karnataka

M.A., Economics, University of Madras, Chennai, 1986;B-Grade(CGPA-3.75)

M.B.A.(Agri Business) erstwhile **M.A.M.M.**, Agricultural Marketing Management, University of Mysore, 1981.1st Class: 2nd rank..

Dissertation : Supply Response in Agriculture : An Econometric Analysis of Groundnut in Karnataka

M.Sc., Statistics, Bangalore University, Bangalore, 1981; 2nd class.

B.Sc. (Hons.) Statistics, Bangalore University, 1972; 1st class.

Diploma in T & D, Indian Society for Training and Development, New Delhi 1988.

Dissertation : Training in Cooperative Banking Sector

Certificate in Managerial Skills, Indian Institute of Science, Bangalore, 1987

RESEARCH GUIDESHIP

Research Guide for Ph.D in Management, Manipal University, Manipal Anna University & SIU, Pune.

ACADEMIC INTERESTS

PHD DEGREE AWARDED:

1. **V.Ammineedu: Leadership Styles & Effectiveness in Relation to Personality Characteristics-An Exploratory Study(2008)**
2. **Vimala Parthasarathy: Social Marketing Strategies of Successful NGOs- A Strategic Perspective with Reference to Selected NGOs in the States of Karnataka & Tamil Nadu(2013)**
Both the theses are awarded PhD by Manipal University.
3. **N.A.Padmala:Impact of Investment of IT on Performance of Organizations-A Case Study of KPCL:Symbiosis International University,Pune,February 2014.**
4. **C.G.Sumithra:Competency Based e-Learning Systems:A Study of Select Enterprises in Bangalore:Symbiosis International University,Pune,April2014.**
5. **R.Deepak:Security Returns Spectrum-An Analysis of Seasonality & Sensitivity of Indian Stock Markets:Manipal University,Manipal,August 2014,(Co-Guide),**
6. **Basanna.S.Patagundi:Strategies for Sustenance of Market Share: A Study of Operating System Products:Manipal University,Manipal,August 2014.**
7. **N.V.Badi:Global Marketing Strategies for Aluminium Products-A Study,Aligarh Muslim University,Aligarh,February 2015,(External Supervisor).**
8. **Rohini G Shetty: Women Leadership -A Study of Select Women Leaders in the IT Sector in Bangalore City-2016.**

9. Arun Chandra Mudhol UNIQUE IDENTIFICATION - ITS IMPLICATIONS ON THE HUMAN RESOURCE DEVELOPMENT IN INDIA 2018 MAHE (Manipal University)
10. M.J.Subramanyam:Employer Motivation in Banking Sector-2017.

SCHOLARS PURSUING THEIR PHD PROGRAMME:

- Arun Mudhol:
- S.Ramgopal:
- T.V.Srinivas:
- I.M.Nataraj:
- S.Vijayalakshmi:
- B.V.Pushpa:
- Anu.A.Natraj:
- N.Bhavya

BOARD OF STUDIES:

Member Secretary, Academic Senate, Bharatiya Vidya Bhavan’s Institutes of Management, Bangalore.

Member, Board of Studies/Examination, Management, Christ University Bangalore.

Member,Board of Studies,KIMS, Karnatak University,Dharwad.

Board of Examiners: Department of Economics/Commerce, Karnatak University, Dharwad

Areas of Specialization: Statistics, Marketing, Economics & Training & Development

Research : Marketing, Economics, Training and Development

Teaching : Marketing, Quantitative Techniques & Economics

PROFESSIONAL / ACADEMIC EXPERIENCE

<p>Organization M.P.Birla Institute of Management:Associate,Bharatiya Vidya Bhavan,Bangalore 560 001. Bhavan’s Management Research Centre(BMRC) BHAVAN-MARSHALL INSTITUTE OF MANAGEMENT,BANGALORE</p>	<p>01-07-2013 Till date April22,2009 To 30-06-2013 10.02.2005 to 30-06-2012</p>	<p>DIRECTOR & PRINCIPAL Director RESIDENT DIRECTOR (ACAD)</p>	<p>Applied Research Work, Development of Course Work for PhD students</p>
<p>Ohio Manipal School of Business, Bangalore</p>	<p>19-06-2003 – 09.02.05</p>	<p>Resident Director</p>	<p>Academics & Administration</p>
<p>M P Birla Institute of Management(MPBIM)</p>	<p>October1999 to June2003.</p>	<p>Founder Principal</p>	<p>1.Teaching & Research 2. Academic Administration 3. Co-ordination 4. General</p>

			Administration 5. Project Guidance
M.S. Ramaiah Institute of Management	September 1998 To September 1999	Professor	1. Teaching & Research 2. Project Guidance
Maharishi Institute of Management, Bangalore	July 1996 to September 1998	Professor	1. Teaching & Research 2. Academic Coordination 3. Project Guidance
Mudra Institute of Communications Ahmedabad (Deputation from K.S.A.M. Board)	June 1995 to March 1996	Associate Professor	1. Teaching & Research 2. Academic Coordination 3. Project Guidance
Karnataka state Agricultural Marketing Board, (K.S.A.M. Board), Bangalore	June 1982 to June 1996	Assistant General Manager	Market Survey, Project Appraisal & Evaluation
Agricultural Co-operative Staff Training Institute of KSC Apex Bank Ltd., (ACSTI), Bangalore	April 1985 to Oct. 1989	Faculty Member	<i>Executive Training:</i>
Karnataka State Agricultural Marketing Board, Bangalore	Nov. 1975 to June 1982	Research Investigator	Market Survey
Institute for Social & Economic Change, Bangalore	Nov. 1974 to Nov. 1975	Research Assistant	Bangalore City Survey Project
Indira Gandhi National Open University	1996 onwards	Academic Counselor	1. Teaching & Research 2. Academic Coordination 3. Project Guidance
St. Joseph's College of Business Administration	1997 onwards	Visiting Faculty	<i>Teaching</i>
Mount Carmel Institute of Management	1997 onwards	Visiting Faculty	1. Teaching & Research 2. Evaluation 3. Project Guidance
M.S.R. Institute of Management	1997 onwards	Visiting Faculty	1. Teaching & Research 2. Academic Coordination 3. Project Guidance

AWARDS AND HONOURS

- **Best Paper Award for the paper on Marketing at Las Vegas,USA in October 2006.**
- **Expert (Marketing) at International Trade Centre, Geneva.**
- **II Rank, Master of Agricultural Marketing Management, University of Mysore, 1981.**
- **Listed in Asia's Who's Who, Vol. VI,pp.168.**

PROFESSIONAL ACTIVITIES

- **Editor-in-chief, DHARANA- Bhavan's International Journal of Business**
- **Member, Bangalore Management Association**
- **Member, Indian Society of Agricultural Economics**
- **Life Member, Indian Society of Agricultural Marketing**
- **Life Member, Operation Research Society of India**
- **Former Editor, ACSTI News Letter**
- **Life Member - Bharatiya Vidya Bhavan**
- **Life Member, The Indian Econometric Society(TIES)**
- **Editorial Team Member, African Journal of Marketing Management(AJMM)**