

**Dr. Seema S. Shenoy**

**DIRECTOR**

**Subjects Taught:**

1. Marketing Research and Consumer Behavior
2. Service Marketing
3. Retail Management
4. Marketing Management
5. Stress Management
6. Advertising and promotion

**Teaching Experience: 14 years**

**Publications**

**Papers Published in National Journals**

1. The dynamics of online shopping in India, KHOJ-Journal of Indian Management research and practice, ISSN :0976-8262, Special Issue,2016.
2. A conceptual framework for customer-centric strategic approach for sustainable competitive advantage with reference to supermarket retailers in India AIMIT-Working Paper series, Vol1, Issue1, pp28-38. ISSN 2229-5496 March,2012
3. Service Quality: the cornerstone of customer-centric retail strategy for supermarket retailers in India, RVIM Journal of Management Research, Vol2, Issue 2, pp42-48, ISSN 0974-67,22July-December, 2011
4. Strategic approaches for competitive advantage with specific reference to supermarket retailers in India, Indian Journal of Marketing, Vol 42, Number3, pp46-50, ISSN 0973-8703, March,2012
5. Paradigm Shift in Indian Retail- The search for Most lucrative retail format,SIES Journal Of Management, Volume 7, Issue 2,pp121-128.ISSN0974-2956,March,2011

### **Papers Published in International Journals:**

1. “Best Practices at SDM Post Graduate Centre, Mangaluru”, International journal of advanced & Innovative research, Vol.6, Issue 1(1x) January and March 2019, ISSN-2394-7780 UGC recognized Journal no.63571
2. The dynamics of online shopping in India, GE International Journal of Management Research ISSN:0(2321-1709), Dec,2016.
3. The saga of Indian Retail Avalanche. International Journal of Developmenta research, Vol. 3, Issue-6, pp 026-029.ISSN:2230-9926June, 2013
4. The changing contours of supermarket shoppers in India. International journal of retail management and research, vol3, Issue 5, pp01-07. ISSN 2277-4750.December,2013.
5. A new paradigm for Indian supermarket retailers based on customer-centric strategic approach. The Manager: An Ebsco Indexed International Journal, Vol 14,pp238-248.ISSN 1453-0503December,2011
6. Service quality-oriented customer-centric retail strategy for Indian supermarket retailers. International Journal of Marketing & Business communication, Vol11, Issue1,pp11-17.ISSN: 2277-484X, January,2012.

### **Number of books Published (Edited):**

1. “Competitive Strategies In Retailing- An Investigation Of Indian Supermarket Retailer’s Successful Strategies.”, Change for sustainable business, ISSN:2277-2170, February,2015.
- 2."Metamorphosis of retailing in India.”, FDI issues in Indian retail sector, ISBN:9785097-471-1, September,2014.
3. “Retail environment-A key to attracting Today’s Retail Shopper’s”, Issues in Indian retail sector, ISBN:978-93-5097-471-1, Sep,2014.
4. “HR capabilities: A key to Corporate sustainability, Management Perspectives: Strategies for Business Continuity.”, Growth and sustenance, pp362-367.ISBN:978- 93-82062-53-0September,2012.

## **CONFERENCE PRESENTATIONS:**

1. 10<sup>th</sup> National IQAC Conference on Building uniqueness for enhancing institutional excellence, at Kristu Jayanthi College, Bengaluru, 16<sup>th</sup> & 17<sup>th</sup> November, 2018.
2. International Conference on “INBUSH ERA WORLD SUMMIT”, held at AMITY University, U.P from 7<sup>th</sup> to 9<sup>th</sup> February, 2018
3. International conference on “Emerging trends in management and technology-2016” at MIT school, Pune on 23<sup>rd</sup> & 24<sup>th</sup> December 2016.
4. International conference on “Management in the 21st Century – Issues, Challenges & the Road Ahead” on 21st March, 2016, at AIMIT, Beeri, Mangalore.
5. International conference “NOVUS2015” hosted by NIT graduate School of management, Nagpur on 27<sup>th</sup> Feb 2015.
6. 7<sup>th</sup> International Conference on ‘Outcome Based Competitive strategies’, at PESIT, BANGALORE in December 2015.
7. International conference on ‘Management Perspectives: Strategies for Business Continuity, Growth and Sustenance’, at AMITY UNIVERSITY, JAIPUR.
8. National conference on ‘FDI issues in Indian retail sector’, organized by SDM CET DHARWAD.
9. Presented paper in absentia at International Conference on ‘Economics and Administration (ICEA 2011)’, organized by UNIVERSITY OF BUCHAREST.
10. IIMA Doctoral Colloquium organized by IIM-AHMEDABAD
11. 8<sup>th</sup> International conference on ‘Management’, organized by AIMS International at IIM-AHMADABAD.
12. Conference on ‘Retail excellence’ organized jointly by RAI in association with JIMS, NEW-DELHI

### **International Conference Attended:**

1. 18<sup>th</sup> international Business Horizon, Inbush Era World Summit organized at Amity University, from 7<sup>th</sup> – 9<sup>th</sup> February, 2018.
2. International Conference on “*Emerging Trends in Management & Technology*”, at MIT School of Management, Pune in association with Savithribai Phule Pune University, on 23<sup>rd</sup> and 24<sup>th</sup> December, 2016.
3. International Conference on “*Management in the 21<sup>st</sup> Century – Issues, Challenges & the Road Ahead*” on 21<sup>st</sup> March, 2016, at AIMIT, Beerli, Mangalore.
4. International Conference on “*Change for Sustainable Businesses*” on 27<sup>th</sup> & 28<sup>th</sup> February, 2015, at NIT Graduate School of Management, Nagpur.
5. International Conference on “*Management Perspectives – Strategies for Business Continuity, Growth and Sustenance*”, on 6<sup>th</sup> & 7<sup>th</sup> September, 2012, at Amity University Rajasthan.
6. 7<sup>th</sup> International Conference on ‘Outcome Based Competitive strategies’, at PESIT in 2013, BANGALORE
7. International conference on ‘Management Perspectives: Strategies for Business Continuity, Growth and Sustenance’, at AMITY UNIVERSITY, JAIPUR
8. Eighth AIMS International Conference from 01<sup>st</sup> – 04<sup>th</sup> January, 2011, at IIM Ahmedabad.

### **Other Achievements:**

1. Completed Taster’s Programme at City of Glasgow College, Scotland, U.K. on renovation & productivity.
2. Governing Body member of Mangalore Management Association
3. Project Guide for IGNOU
4. Ph.D Panel Member for Vishweshwaraiha technological University
5. External Examiner of St. Aloysius Institute of Management-Beerli,

Manipal University and NITTE University.

6. Handled a minor Project for Recruitment for DKMU in June 2018
7. Completed Minor project for DKMU on recruitment for vacant posts in June 2016.
8. Drafted the 'Vision and Mission statement' for Mangalore Management Association .
9. Appointed as reviewer for selecting Research papers for IIM-PAN conference hosted by IIM, Calcutta in September,2017.
- 10.Appointed as subject expert for Panel interview at NITK Surathkal by GAIL and Placement cell of NITK on 4<sup>th</sup> January 2018

**Resource Person:**

1. Invited as Chairperson for National Conference at AJ Institute of Management in December, 2018.
2. Invited as Resource Person for Doctors Day Celebration at SDM ayurvedic Hospital in December 2018.
3. Delivered guest lecture on "Revenue maximization through Reduce, Reuse and Recycle" at NMPT on 18<sup>th</sup> feb, 2016.
4. Invited as guest speaker by Mangalore Management Association and delivered a talk on "Managing your retail Sense" on 20<sup>th</sup> October, 2015.
5. Invited as Chief guest for Konkani Sahitya Samelana at Canara High school, Mangalore on 24<sup>th</sup> March, 2013.