

NAME: DR. SEEMA S. SHENOY

DESIGNATION: PROFESSOR AND DIRECTOR

QUALIFICATION : MBA, Ph.D

### **SUBJECTS TAUGHT**

- Services marketing
- Retail Management
- Marketing Research and Consumer behaviour

### **WORK EXPERIENCE**

- 20 years of teaching experience.
- Ph.D guide at Mangalore university.

### **ACADEMICS**

- Completed BBM from SDM College of Business Management, Mangalore in 2001.(**7<sup>th</sup> Rank at Mangalore University**)
- MBA from Justice K.S. Hegde Institute of management, Nitte in 2003(**6<sup>th</sup> rank at VTU**)
- **Ph.D from NITK, Surathkal** on the topic “Strategic alternatives for enabling supermarket Retailers in India attain competitive advantage”, in the year 2013.
- Cleared NET in 2007
- Completed **Taster’s programme and certification** on “Innovation and Productivity” **from City of Glasgow College, Scotland, United Kingdom** in 2019.

### **AWARDS AND RECOGNITIONS**

- ‘Certified A grade trainer’ of National Skill Development Corporation of India and MEPSC in 2020.
- Received "Lady Lion Award- for women in action in education" from Lion's International in 2022.
- Received " Best Indian Golden Personality Award for Excellence in education " by People's Front of India, new Delhi in 2025.

### **RESEARCH AND PUBLICATIONS**

- Presented research papers in over 25 national and international conferences in institutes of high repute including IIM-Ahmadabad, AMITY university- Jaipur, PESIT –Bangaluru among others.
- Published research papers in 20 national , international journals and book proceedings.

## **PROFESSIONAL ACHIEVEMENTS**

- Nominated as reforms committee member of NAAC by UGC New Delhi in 2023.
- Executive committee member of KPPGCA since 2024.
- Selected as 'Nation Builder Trainer' for BOSCH India Ltd in 2022 .
- 'Certified A grade trainer' of National Skill Development Corporation of India and MEPSC.
- Life Member of ISTD and YRCS.
- Governing Body member of Mangalore Management Association from 2018.
- Ph.D Panel Member for Vishweshwaraiha technological University, Manipal University and Yenopoya University.
- External Examiner of St. Aloysius Institute of Management- Beeri, Manipal University and NITTE University.

## **TRAINING AND CONSULTANCY OFFERED**

- Conducted several Nation building Training for engineering college students through BOSCH nation Building Initiative.
- Drafted Vision and Mission statement for Mangalore Management Association
- Completed Two minor research projects for Dakshina Kannada Milk Union.
- Offered training and consultancy to SDM Ayurvedic hospital, Udupi and SDM Ayurvedic hospital, Hassan, Bharath petroleum, Mangalore City Corporation, among others
- Guided Student research project for Karnataka state council for science and technology
- Invited as resource person for several Conferences, faculty Development Programmes and training programmes.