

CURRICULUM VITAE



Name	Dr. Githa Heggde
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Permanent Address	A-308, Purva Heights, Bannerghatta Road, Bangalore-560076 Mobile: 09743056056 E-mail: heggde@gmail.com
Date of Birth	09 th February 1966

Educational Background	
2010	Executive Education, Harvard Business School
2008	Ph.D in Management, PSG College of Technology, Bharathiar University, Coimbatore
1987 – 1989	Master of Business Administration (MBA) from Mangalore University. Passed with I Class
1983 – 1986	Bachelor of Science (BSc) Special from Madurai Kamaraj University. Passed with distinction.

Work Experience	
October 2022 – Present	Dean and Principal , MICA The Schools of Ideas
June 2024 – July 2024	Dean and Officiating Director, MICA The School of Ideas
July 2019 – August 2022	Dean, School of Business, UPES. Head, UCIE and MDP, UPES
July 2020 - December 2020	Additional charge as Dean, School of Modern Media
November 2019 - February 2020	Additional charge as Dean, School of Law, UPES
October 2017 - July 2018	Director, IFIM Business School, Led the school to AACSB Accreditation.
November 2016 - June 2017	Dean, Research and International Affairs, Executive Committee Member, IFIM Business School.
May 2008 - October 2016	Senior Associate Dean, Head Research and Marketing Department, Welingkar Institute of Management, Bangalore, India
1997 - April 2008	Professor and Head, Marketing Group, PSG Institute of

	Management, Coimbatore, Tamil Nadu, India
1994 – 1997	Associate Professor, Welcome Group Graduate School of Hotel Administration, Manipal, ITC Group
1990 – 1994	Assistant Professor, Institute of Professional Sciences and Management, Mangalore
1989 – 1990	Marketing Executive, PCL Computer, Mangalore

Honors and Recognition

- Sub-Committee Member for the AICTE Model Curriculum Revision for MBA Programme for Marketing
- Awarded with 15th CSR Leadership Award 2025 for her outstanding commitment to empowering communities through transformative CSR initiatives at 15th India CSR Summit, Bhubaneswar, January 2025
- Nominated as member of Media & Entertainment (M&E) Skill-Ed (Skills, Education & Employment) Forum by Federation of Indian Chambers of Commerce & Industry (FICCI)
- Nominated as the Co-Convenor of the Education Panel of Confederation of Indian Industry (CII) Gujarat State Council for 2024-25 and member of CII West Region (WR) Taskforce on Education 2024-25
- Member, Board of Studies, PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mangaluru
- Awarded the “Prof. Indira Parikh Top 50 Women in Education Leaders” Award (World Education Congress Award), July 2023.
- AICTE nominee, Board of Governors, Karnavati University, Gujarat
- External expert, Academic Council, Alliance University, Bengaluru
- Awarded “Karunada Chetana” award by Karnataka Sangha, Ahmedabad during Sangama-2023
- Member of the European Marketing and Management Association.
- Task force member, Uttarakhand government startup initiative (2019-2022)
- Member, Board of Management, UPES (2018-2022)
- Member, Academic Council, UPES (2018-2022)
- State Council member, CII (Confederation of Indian Industries) Karnataka, 2015 - 2022, Chairperson, CII-IWN, Karnataka. (2017 -2022)
- Member of Academic Council, ICFAI University Dehradun.
- Member, European Marketing & Management Association Women forum.
- Lead IFIM Business School (Now JAGSoM) to AACSB Accreditation February 2018.
- Mentor, 3AI, AI and Analytics Association.
- Board Member, ELCITA, Electronic City, Bengaluru.
- Country Director, India, EuroMed Business Research Institute, 2008 – 2016.
- Review board member, International Journal of Emerging Markets, Emerald Publications.
- Editor-in-Chief, FOCUS- International Journal of Management.
- Reviewer, International Journal of Indian Culture and Business Management (IJICBM).
- Editorial Board, Journal of International Business and Entrepreneurship.

- Editorial Board, MCIM Journal of Management and Research.
- Research Team, Centre for Emerging Economies, IIM, Lucknow.
- MDP resource, IIM Kozhikode.
- Academic Advisory Council member, Junior Management Leadership Program, Infosys Ltd.
- Registered guide Bharathiar University, Coimbatore (successfully supervised three scholars)
- Registered guide Anna University, Chennai (successfully supervised one scholar) Supervisor Recognition number: 0913066.
- Best Research awards at AIMS (Association of Indian Management Schools) convention, 2008 and 2009, 2011, 2013 and 2018.
- Supervisor for Ph. D. students at Anna University, Chennai.
- Chairperson, FICCI Ladies organization, Coimbatore 2004-2006.
- Was a member of Governing Council of the Trust at IPSM, Mangalore.
- Officiated as Principal in his absence at IPSM.
- Deputed by Mangalore University as External Examiner.
- Assigned as Chief Co-coordinator of exams at all the Institutes.
- Was a Member of the Selection Committee responsible for selecting students of the Institute at Manipal.
- Was Head of the Department of Management and Applied Behavioural Science at Manipal.
- Awarded Certificate to be a trainer for Business English Certificate courses of Cambridge University conducted by British Council, Madras.
- Developed course structures for Bachelors in Hotel Management conducted by Mangalore University.
- Assigned as an examiner for the Post Graduate Diploma program in Management by Madras University and Anna University.
- Deputed as Professor at Defence Service Staff College, Coonoor.
- Guest faculty at MIM, Manipal.
- Was Adjunct Faculty at the University of Toledo, USA.
- Was in charge of research collaboration with Graziadio School of Management, Pepperdine University.
- India Examiner for Ph.D viva voce by Anna University, Chennai.

Consultancy & Research

- Business development and B2B sales strategies for Indian Buyers, Conco Services, USA. March 2016
- Retailing and Promotion Strategies for Indian market entry, Mackly kidswear, Srilanka, September 2015 to December 2015
- Customer retention for Biocon, December 2014
- Application of Shared Services Marketing, EY, Bangalore, September 2014 to January 2015
- Go to market strategies for helmet cleaner, 3M India limited, Bangalore, July august 2013.
- Hiring and training process in IT Industry, ASM technologies, March 2013 to June 2013
- Competitor analysis, Website and SEO Analysis, Management strategies for growth for Modalminds, USA, July- Sept 2012

- Evaluation of performance of KSRTC in terms of customer centricity and the leadership effectiveness. January 2012
- Evaluating market potential for non defense use of UAVs in India and UAE for MLB corporation, USA, December 2011
- Dell Computers, Brand Metrics and applications for the company, October 2011- December 2011.
- Market strategies for Indian market, A study for iWatt, US-based company manufacturers of smart meters interested in expanding into the Indian market, September –November 2010.
- 3D connexions, Logitech Pvt Ltd, USA, Indian Market entry study (Go to market strategies). September 2009- December 2010
- Careers as product managers, Adaptive Marketing, Bangalore October 2010.
- Infosys technologies, Bangalore on Sales and Marketing. 2009-2014
- Power Research and Development Consultants Ltd (PRDC),Bangalore on Sales Management and Skills. July 2009
- Codissia (Coimbatore District Small Industries Association) ‘Cluster of pump sets’ on International Market potential and Management Practices 2002
- Viduth motors, Coimbatore on sales force development January 2003
- PSG Institute of Medical Science & Research on front office Management and sales team development. March 2003
- Undertook consultancy during Aug and Sept 2004 for Silvertex-to study the marketpotential for fibre fill pillow.
- Conducted research on “The role of Company Executive in Channel Management of FMCG, mobile telephony and Banking Sectors”

Publication

- Chatterjee, R., George, S.R., Verma, J.S., Heggde, G. and Gadhavi, D.D. (2025), Impact of human and AI-agent services on customer learning, immersion and loyalty: the role of interactivity. *Journal of Service Theory and Practice*
- Mittal, A., & Heggde, G. (2025). From growth to sustainable future: A case of Bangalore International Airport Limited. In *Emerald Emerging Markets Case Studies*, 15(1), <https://doi.org/10.1108/EEMCS-12-2023-0494>
- Heggde Githa, Mittal Ankur “From Growth to Sustainable Future: A Case of Bangalore International Airport Limited”, *Emerald Emerging Markets Case Studies*, DOI (10.1108/EEMCS-12-2023-0494), Emerald Publishing Limited February 2025
- Githa Heggde, Renu L Rajani, Rupesh Kumar, Deepak Bangwa, “Demand management approaches in services sector and influence on company performance”, *International Journal of Productivity and Performance Management*, Vol. 72 No. 10, pp. 2808-2837. <https://doi.org/10.1108/IJPPM-02-2022-0080> November 2023
- Heggde Githa, Moovendhan V, Agrawal Shatakshi, Mukherjee Moyuk, “Improving the route effectiveness of the intercity bus operators by co-optation: a data envelopment analysis, *International Journal of Public Sector Performance Management*, October 2022.
- Heggde Githa, Renu Rajani, Rupesh Kumar, Pradeep Chauhan, “Demand management strategies role in sustainability of service industry and impacts performance of company: Using SEM approach”, *Journal of Cleaner Production*, Elsevier, October 2022.
- Heggde Githa, Renu Rajani, Rupesh Kumar, “Structural Equation Modelling of using Demand Management Strategies in Services Industry and Impact on Company Performance’, *Journal*

- of cleaner production*, ABDC-A, August 2022, DOI : 10.1016/j.jclepro.2022.133311.
- Heggde Githa, Renu Rajani, Rupesh Kumar, “Services redesign strategies for demand and capacity management and impact on company management”, *Vision, Sage Publications*, July 2022, DOI: 10.1177/09722629221107238
 - Heggde Githa, Renu Rajani, Rupesh Kumar, “Demand management approaches in service sector and influence on company performance”, *International Journal of Productivity and Performance Management*, July 2022, ahead of print.
 - Heggde Githa, Sheetal, Akhil, DigiYatra- Digital Experience for Air Travelers”, *Emerald Emerging Markets Case Studies*, March 2022, DOI (10.1108/EEMCS-10-2021-0349
 - Heggde Githa, Sumeet Gupta Devkumar De, “Development of Compressed Natural Gas in India: A Geo-Technical Study” “*Empirical Economic Letters*” Volume 21, February 2022. ISSN 1681 8997.
 - Heggde Githa, Sumeet Gupta “Integrated Supply Chain Model for Supply Chain Efficiency” “*Empirical Economic Letters*, Volume 21, February 2022. ISSN 1681 8997.
 - Heggde Githa, N Dalei, “The Economics of Value, Growth and Relationship in a Green Prospective” in Review of Studies on Sustainability, Volume 1, June 2021.
 - Heggde Githa, M Siddiquir Rahman and KV Nageswara Rao, “ A Treatise On Taxation, Incentives And Disincentives To Popularise Decarbonisation In Logistics And Transportation Sector With Electric And Hybrid Vehicles”, *International Journal of Management (IJM)*, Volume 12, Issue 2, February 2021,pp.244-256.
 - Heggde Githa, Renu Lata Rajani, “Review of 28 years of services redesign research – in search of a framework to balance capacity and demand in services supply chains”, *International Journal of Business Environment*, Vol. 11, No. 2, 2020
 - Heggde Githa, Renu Lata Rajani, “Capacity Management in Supply Chains – A critical Review and Directions for Future’, *International Journal of Business Excellence*, Vol 21, No1, 2020
 - Heggde Githa et al, “Mobile Marketing with QR Code, An analysis using Technology Adaption Model”, *Test Engineering and Management*, January- February 2020, ISSN- 0193-4120, page No. 1400-1409.
 - Heggde, Githa Shreelatha, R.; “Career intention of hospitality students: Critical role of industrial training”, *International Journal of Psychosocial Rehabilitation*, Volume 24, Year 2020, Pages 14108-14115.
 - Moovendhan V, Sakktivel, Heggde Githa, “Investigating the relationship between Age and Smart Phone Usage Patterns: Evidences from Indian Smart phone Users”, *International Journal of Business Excellence*, Jan 2019, Vol1, No 1, DOI: 10.1504/ijbex.2019.10024144
 - Shreelatha R, Heggde Githa, “Career Intention of Hospitality students: Critical Role of Industrial Training”, *Journal of Advertisement Research in Dynamical & Control Systems*, Vol. 11, Special Issue-02, 2019
 - Heggde Githa, Gayatri Sasi Tampi,, “Multiple mediating role of brand commitment and brand loyalty between brand identification and brand citizenshipbehaviour: evidence from IT companies in Bangalore”, *International Journal of Indian Culture and Business Management*, 2019, Vol 19, No1
 - Heggde Githa, Moovendhan V, “Improving the route effectiveness of the intercity bus operators by co-optation: a data envelopment analysis”, *International Journal of Public Sector*

- Heggde Githa, Saxena Sowmiya, “Impact of audience specific factors on product placement: A literature survey, *International Journal of Research in Commerce and Management*, Volume 9, Issue 1, January 2018
- Heggde, Githa. Tampi, Gayatri Sasi “ Impact of Organisational initiatives on internal branding – evidence from Indian it organizations in Bangalore”, *International Journal of Human Resources Management (IJHRM)* , Volume Vol. 7, Issue 4, Aug - Sep 2018; Year 2018, Pages 1-10
- Heggde Githa, Gayatri Sasi Thampi “Employee response to dimensions of Internal Branding: A literature review”, *FOCUS – The International Journal of Management Digest*, Vol 12.2, pg 17., March 2017
- “Getting Admission call from a premier Business School”, *Dallal Street Investment Journal*, January 19th 2017, <http://www.dsij.in/article-details/articleid/17796/indias-best-business-schools-interview-dr-githa-heggde.aspx>
- “Aiming it Right “, *Precision Marketing at Citi Bank, A case study*, *Indian Management*, November 2016. Pg 37-44.
- “The Future of Petroleum Business at RIL – To Stay or to Exit" by *Emerald Emerging market case studies*, DOI 10.1108/EEMCS-03-2016-0044 Volume. 6 No. 4 2016, pp. 1-27, © Emerald Group Publishing Limited, ISSN 2045-0621, Nov 29th, 2016
- Heggde Githa, JP Mulki, Barbara Caemmerer “Leadership style, salesperson's work effort and job performance: the influence of power distance” , *Journal of Personal Selling and Sales Management*, (ISSN 0885-3134 (Print), 1557-7813 (Online), Volume 35, Issue 1, 2015.
- “Analytical Study on the Perceptions of Hotel Undergraduates on Industrial Training”, *International Research Journal of Business and Management*, (ISSN 2322 083X), Volume XIII, Issue 9, July 2015.
- Heggde G.S. (2015) Distribution Strategies for Enhanced Channel Partner Performance. In: Robinson, Jr. L. (eds) Proceedings of the 2009 Academy of Marketing Science (AMS) Annual Conference. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham, pg 168
- “Luxury Market - Will India beat China”, *Indian management, A Business Standard Publication*, Volume 52, issue 3, March 2013, pg 24
- “Benefit Perceptions and preferences of organic food customers, An Empirical analysis of Urban customers”, *EuroMed Press*, October 2012, ISBN: 978-9963- 711-07-9, pg 814
- “Mahindra First Choice Wheels Limited- The First Choice”, *Metamorphosis, A Journal of management Research*, Vol 10, Number 2, July-December 2012, Page 82, ISSN 0972-6225.
- “Factors affecting brand switching behavior by Gen Y- a study on Apparels”, “ *Shaping the future of research in Marketing in emerging Economies*”, Pearson publications, January 2012, Page 229.
- “Second to none- Mahindra first choice wheels limited”, *Aweshkar*, Vol. XII, Issue 2, September 2011, pg 132, ISSN 0974-1119.
- “Distribution strategies for enhanced channel partner performance”, *AIMA Journal of Management and Research*, Vol 5, Issue 7/4, May 2011, ISSN:0974 – 9497, link http://www.aima-ind.org/ejournal_new/index.aspx.
- Heggde Githa, Panickar Sunitha (F2011), “Causes of Sickness and Turnaround Strategies in

- Public and Private sector organizations”, *Vilakshan, XIMB journal of Management*, Vol VIII, Issue No.1, March 2011, Pg 53-70, ISSN 0973-1954.
- “The new communication model a dialogue, not a monologue”, *The Asia Age*, March 24, 2011, Link: <http://www.asianage.com/arts/new-communication-model-dialogue-not-monologue-902>
 - Githa Heggde, Stuti Kumar (2011) “Strategies for sustainable Channel relations in Mobile telecom sector”, *Journal of Economics and Behavioural Science*, Vol 2, No1. Pg 7-18.
 - “Analysing cases on Business turnaround strategies”, *Research World*, Vol 8, 2011,ISSN 0974-2379, <http://www1.ximb.ac.in/RW.nsf/pages/S8.9>
 - “Building a strong corporate branding for B2B companies”, *Aweshkar Research Journal*, Vol X, Issue 2, September 2010, pg81.
 - “Comparative Analysis on causes of sickness and turnaround Strategies at Public and Private Organizations”, *Business Development across countries and Culture*, EuroMed Press, ISBN: 978-9963-634-83-5, November, 2010, pp 419- 438.
 - “Nature, elements and process of customer orientation: evidences from service front line”, *Managerial and Entrepreneurial Developments in the Mediterranean Area*, EuroMed Press, ISBN: 978-9963-634-76-7, October, 2009, pp 1083-1093.
 - “Channel design for effective bi-directional relation”, *Aweshkar research journal*, Vol VIII, Issue 1, March 2009, ISSN 0974-1119, pp 43
 - “Channel design for effective bi-directional relation in FMCG sector”, *European and Mediterranean Trends and Challenges in the 21st Century*, EuroMed Press, ISBN: 978-9963-634-58-3, January 2009, pp 296-315
 - “Research on Distribution Channel Management”, *Research World- innovations in Management-Related Research*, February 2009, Vol 6, ISSN 0974 -2751.
 - “Socially Responsible MaFoi”, *Hand Book on Management Cases*, Allied Publishers pvt Ltd, December 2008, pg 3.
 - “Transforming channel relationships by identifying Super-ordinate goals between Channel Partners and channel Managers”, *Association of Indian Management Schools*, August 2008, Vol II, pg 43.
 - “Dealing with the dealers, The Finolex Cables way”, *Select Cases in Management*, Allied Publishers pvt ltd, 2007, pg 8, ISBN 10: 81-8424-262-X
 - “Supplier Attributes that impact Institutional Buying Behaviour- A study on FMCGSupplies to Hotel Industry”, *AIMA journal of Management and Research*, Feb2007, Vol.1, Issue 1/4.
 - “Enhanced Response Campaign”, *Advertising Express*, ICFAI Press Ltd, May 2006, pg 24.
 - “Dealer perception on Philips Domestic lighting products”, *Business research conference*, Vikas publishing house pvt ltd, 2004, pg 2.1

Articles

- “Opinion | How Pursuing PhD Becomes Journey Of Self-Discovery” Jagran English, February 2025
- “Heggde, G., (2024). Transforming the education sector: A call of action. CII Gujarat's Business Buzz, July 2024, 24-26.
- “Future of specialised programmes in India”, *Businessworld*, December 02, 2023,

- <https://www.businessworld.in/article/Future-Of-Specialised-Programmes-In-India/02-12-2023-500799/>
- “New Jobs: Gaming may fetch 1.6 lakh jobs for Indian youth”, NEWS by CAREERS 360, November 14, 2023, <https://news.careers360.com/gaming-online-games-1-6-lakh-new-jobs-media-entertainment-technology-design-graphics-industry>
 - “Why Gujarati business families taste success”, Forbes India, September 07, 2023, <https://www.forbesindia.com/article/leadership/why-gujarati-business-families-taste-success/88067/1>
 - “Industry is looking out for creative problem-solvers and ideators”- Collegedunia.com, September 06, 2023, <https://collegedunia.com/news/c-7440-industry-is-looking-out-for-creative-problem-solvers-and-ideators-says-mica-dean>
 - “MBA in start-up and entrepreneurship. Building employers of digital world”-Financial Express, April 23, 2022., <https://www.financialexpress.com/education-2/mba-in-start-up-and-entrepreneurship-building-employers-of-digital-world/2501404/lite?utm>
 - “School of Business, UPES Introduces 4-Year Integrated BBA-MBA Programmes” article published in BW Education on 22 July 2021. <http://bweducation.businessworld.in/article/School-of-Business-UPES-Introduces-4-Year-Integrated-BBA-MBA-Programmes/22-07-2021-397476/>
 - “Preparing the future workforce: 4 things every modern b-school needs to have” article published in India Today on 13th February 2021. <https://www.indiatoday.in/education-today/featurephilia/story/preparing-the-future-workforce-4-things-every-modern-b-school-needs-to-have-1768929-2021-02-13>.
 - Future of Work- What can B-Schools Do, <https://blog.upes.ac.in/author/dr-githa-heggde/>, December 24, 2020
 - Why is it important to enhance entrepreneurial skills amid Covid-19”, Education Times, Nov 16th 2020, <https://www.educationtimes.com/article/careers-offbeat/79213206/portal-exclusive-why-it-is-important-to-enhance-entrepreneurial-skills-amid-covid-19>
 - “Portal Exclusive: Why it is important to enhance entrepreneurial skills amid COVID-19” article published in Education Times on 06th November 2020. <https://www.educationtimes.com/article/careers-offbeat/79213206/portal-exclusive-why-it-is-important-to-enhance-entrepreneurial-skills-amid-covid-19>
 - “Going Extra Miles to help younger generation in their dreams” article published in World Growth Forum August 2020 issue under Educators Forum. Page No. 34 – 37. <https://worldgrowthforums.com/world-growth-forums-magazines/monthly-issues/august-2020/dr-githa-heggde/>
 - “Digitally augmented and integrated” in The Drilling and Exploration World(Dew) Journal in June 2020 issue. Page No. 51 – 53
 - “Latest Trends in campus recruitment”, January 11, 2018, Deccan Herald, <http://www.deccanherald.com/content/652952/latest-trends-campus-recruitment.html>
 - “How international collaborations are transforming Indian education”, *EducationBiz.com*, November 15 2016, <http://www.franchiseindia.com/education/How-international-collaborations-aretransforming-Indian-education.8957>
 - “Consultancy in Indian Market”, Consultants Review Magazine, April 2016, pg33.

- “Stumbling at the last mile”, Hindu, Business line, 15th March 2016, <http://www.thehindubusinessline.com/specials/new-manager/stumbling-at-the-last-mile/article8356187.ece>

Books:

- Heggde, G., Patra, S., & Panda, R. (2024). Preface. Immersive technology and experiences: Implications for business and society. Palgrave Macmillan.
- Githa Heggde and G., Shainesh (Eds.) (2018), ‘Social Media Marketing:Emerging Concepts and Applications’, Palgrave Macmillan
- Applied Marketing, Excel books, April 2012
- Sales and Distribution Management , Text and Cases” , Excel Books, 2007
- Applied Marketing, Excel Books , 2008.

Book Chapter:

- Kumar, R., Bangwal, D., Chauhan, P., & Heggde, G. (2024). Inventory management activities determinants post IT applications in Indian sugar supply chain. In M. Koubaa., M.H. Ammar., D. Dhouib., & S. Mnejja (Eds), *Optimization in the agri-food supply chain: Recent studies*. John Wiley & Sons.
- Sustainable Energy Challenges in Realizing SDG 7, Encyclopedia of the UN Sustainable Development Goals. Affordable and Clean Energy, Springer Nature, https://doi.org/10.1007/978-3-319-71057-0_157-1, 2021
- A Critical Analysis of Consumer Protection in Social Media Selling with Reference to Information Disclosures, Social Media Marketing, Springer, https://link.springer.com/chapter/10.1007/978-981-10-5323-8_13, 2018
- Heggde Githa, Pratima Narayan, “Regulatory Issues Concerning Information Standards in Online Consumer Contracts”, *Social Media Marketing, Emerging Concepts and Applications*, Pg 28, Excel Books, 2014.

Projects:

- Generated DST projects worth Rs. 6 Cr.

Editor:

- Applied and/or Interdisciplinary Research: Emerging Economy Perspectives, Excel India Publishers 2018.
- Management 2022- Growth and sustainability Challenges, Excel India Publishers,2017
- Social Media Marketing- Emerging Concepts and Applications, Excel Books,2014

MDP / FDP Resource person and Conducted

- Participated in the webinar “The new same old crossroads in the digital era: Empowering,

Inclusive and Innovative education for sustainable Development” organized by the EUMMAS academic consortium and Beder University College, April 18, 2024

- Invited for the guest session on “Issues faced by inbound foreign students” at Vanijya Utsav as a part of “Azadi Ka Amrit Mahotsav” on 21st September 2021 organized by Services Export Promotion Council (SEPC).
- Invited for the Focus group discussion on Low Carbon Technology Transfer in India – organized by DST – CPR and FLCTD project, UNIDO
- Invited as a keynote speaker in the Panel Discussion on the Gross Environment Product (GEP), organized by HESCO and hosted by the DWRDM, IIT Roorkee on 27th July 2021
- Invited as a speaker for the Workshop on “Business model canvas”, by Sagar Institute of Science, Technology & Research (SISTec-R) Ratibad on 11th July 2021
- Conducted a webinar on “Journey of MBA student at UPES” organized by UPES Dehradun on 18th June 2021.
- Invited as Esteemed Keynote Speaker in “Faculty Development Programme on Entrepreneurship” organized by Faculty of Engineering & Computing Sciences (FOECS), Teerthanker Mahaveer University (TMU) Moradabad, UP, India from 26/4/2021 to 8/5/2021.
- Conducted a Webinar on “Career Dilemmas” organized by UPES Dehradun on 05th February 2021.
- Conducted a webinar on “Management: Preparing leaders for tomorrow’s business world” organized by UPES Dehradun on 30th July 2020.
- Conducted a webinar on “Economy and Employment Post COVID” featuring Padma Bhushan Awardee Prof. Jagdish Sheth organized by UPES Dehradun on 14 May 2020.
- Conducted a webinar on ‘Business Education for a VUCA World’ organized by UPES Dehradun on 03rd April 2020.
- Conducted the Leadership and motivational talk at ONGC Academy Dehradun on 11th February 2020 to 88 new professional of ONGC.
- Conducted CII- IWN Annual Conference on Each for Equal, 7th February 2020 at ITC Gardenia, Bangalore.
- Conducted a workshop on Data Storytelling by CII – IWN for Kennametal executives at Bangalore on 28th October 2019.
- Conducted an FDP for the leadership team of Academic City and BlueCrest University, Accra on International Accreditation and Implementation and Branding and Leadership, 28th to 30th March 2019 at Accra, Ghana.
- Conducted the project on Management curricula Industry 4.0 with survey and roundtable discussions in 3 cities. Released the report on Jan 8th along with AACSB International President, Tom Robinson.
- Conducted a webinar and spoke on “Competency Framework’ organized by NHRDN on July 4th 2018, attended by more than 100 senior HR executives.
- Conducted a session on “Importance of Personal Branding” to Volvo India executives on 5th March 2018 at Volvo Office, Bengaluru
- Conducted MDP on Customer Relationship Management and Marketing at the “Reorientation Program for Promote Executives” of BEL on 21st to 24th December 2017 at Bharath Electronics Academy for Excellence, Bangalore.
- Meetings with Deans on strategic partnerships at various universities at UK and Europe, August

12th to 27th, 2017.

- Conducted MDP on Soft-skills in association with CII-IWN at IFIM Business School, Bangalore, 14th June 2017.
- “Partnering with Stakeholders, Vendor and Distribution Management” and Brand Building, for senior executives of Spar Retail on 8th September 2016
- “Understanding Customer expectations and Creating Customer Delight” for senior executives of Spar Retail on 6th September 2016
- Conference and Round table on “Referral marketing in B2B organizations”, 19th August 2016
- “Wings of wonder, Roots in Reality”, a fortnight foundation event starting 7th July 2016 to 21st July 2016. Lead the program which had 55 prominent Industry and other speakers
- “Understanding dimensions of Business”, for top performing Sales personnel at Biocon, Bio-rise training program, June 20th 2016
- Inaugural address at Interactive Session on: Women’s- “Health Matters” by CII-IWN at HP Premises on 2nd June 2016
- Expert faculty at the National Level FDP program by Knowledge Consortium of Gujarat, Ministry of Education, Gujarat, 7 and 8th January, 2016
- Personal Selling Strategies, Federal bank Senior executives, Visa to Wisdom, IIM, Kozhikode, 15th and 29th to 31st October 2015
- Marketing and Sales Strategies, Junior Management leadership Program, Infosys, Batch 10, Pune campus, October 2015 to January 2016
- Organized a Case Methodology Workshop on "Winning Strategies Using Design Thinking Tools" on 20th October 2015 : We School, Bangalore Campus in association with CII-IWN
- Marketing and Sales Strategies, Junior Management leadership Program, Infosys, Batch 9, Pune campus, March 2015 to May 2015
- Conducted Management Development Programme on "Competitive Marketing Strategies" at PSGIM during January 2001 for Top Level Marketing Executives spoke on Product life cycle strategies.
- Spoke on Motivation & Leadership conducted by Nodal Center PSG College of Technology during Dec. 2002 for senior executives of leading organizations.
- Spoke on “Leadership and Motivation” at a programme on Managerial Effectiveness conducted by Kerala Management Association during November 2001.
- Conducted MDP and Spoke on Issue and Challenges while Managing Sales force, Feb.2003
- Conducted MDP on “Strategies for market share sustenance and growth” at TAJ Savoy ,Ooty, during September 2003, Attended by more than 30 top level marketing executives of leading industries including L&T, HCL, TI Diamond, Murugappa group, ACC, to name a few., Handled session on “Next marketing practices”
- Conducted MDP for Small Scale Industries in collaboration with SIDBI and Handled sessions on ” Marketing for SSI’s “,October 2003
- Conducted Inhouse program for PSG Institute of Medical Sciences, on “Role of Doctors and nurses in marketing hospital services, October 2003
- Conducted MDP on ”Relationship process to gain profitable customers” on March 5th and 6th 2004 and conducted sessions on effective sales process and customer relations
- Conducted MDP on “Next Marketing Strategies” on September 3rd and 4th 2004, and conducted

sessions on Next Distribution strategies.

- Conducted MDP on “Effective Distribution Measures” and handled sessions on Channel management and performance and channel metrics. On 18th and 19th February 2005.
- Conducted a program on “Managing Mind through Neuro Linguistic Programming”, as Chairperson, FICCI Ladies Organisation on October 8th 2005.
- Conducted MDP on “Winning Thoughts and Winning Moves”, in the capacity of Chairperson, FICCI Ladies Organisation on February 16th 2006.
- Conducted MDP on “The Winning Edge- What makes a successful Sales person” on September 14 and 15th, 2006 and conducted sessions on Characteristics of a successful sales person, Objection handling techniques.
- Conducted a workshop on “When your Brand means Business- B2B Branding”, on 13th November 2009, sponsored by FICCI Ladies Organisation and Hanns Siedel Foundation Germany, at We School, Bangalore,. Delivered a session on Branding Strategies.
- Conducted a workshop on “Moving Beyond CRM- Manage all your business relationships” on 30th June 2010 sponsored by FICCI Ladies Organisation and Hanns Siedel Foundation Germany, at We School, Bangalore,. Delivered a session on Managing public relations.
- Conducted Roundtable on “A New Era in Marketing Communications: From Interruption to Engagement” held on 8th September 2010 at WE School Bangalore
- Conducted Roundtable on “The Indian Retail Consumer: Leveraging Technology to Understand the Consumer Eco-system” held on 23rd September 2010 at WeSchool Bangalore.
- Conducted a Seminar on “Role of Product Manager and How it can be done from India” on 15th December 2010 at We School, Bangalore. Delivered the theme of the seminar. Key note addressed by Brian Foster, SVP, McAfee, Santa Clara.
- Conducted a Product management Conclave, “Indian Product Manager with global stakeholders, how to make it work?”, 31st January, 2011, at WeSchool, in association with Adaptive Marketing and delivered the theme of the seminar.
- Conducted a Product management conclave , “What does Google search in Product managers”, on March 3rd 2011, at WeSchool along with Mr Vinay Goel, Product Head, Google India.
- Conducted a workshop on “Productizing Innovation in India for Global Markets” on 28th April 2011 sponsored by FICCI Ladies Organisation and Hanns Siedel Foundation Germany, at We School, Bangalore,. Delivered a session on Product Innovation and Launch.
- Conducted Round table on “Attracting consumers in a connected world- Marketer’s delight or dilemma”, on September 9th 2011 at WeSchool, Bangalore
- Conducted Round table on “Experiential marketing- From Brand Identity to Brand Experience”, on September 23rd 2011 at weSchool, Bangalore
- Conducted MDP for Dell executives on “Brand equity measures”, Dell corporate office, Domlur, Bangalore, 19th to 22nd October 2011.
- Conducted a debate on “FDI in multi-brand retail in India” an event for the students of the Institute by Mpower, the marketing club, Guests were Mr Venkataramanan, VP, Lifestyle, Mr Vishal Kapoor, COO, metro cash and carry, February 1st 2012, WeSchool.
- Conducted workshop and delivered lectures on “Retail Management and Design” for the National Institute of Design(NID), specialization students, NID research centre, Bangalore, 18th to 23rd June 2012.
- Was the organizing member at the Academy of Indian marketing conference on, “Innovation in

Marketing for emerging markets, Global challenges and opportunities”, 29th-30th July 2012.

- Organized the “Brandwealth” seminar along with FCB ULKA at the WeSchool campus, Bangalore, during 9th-11th August 2012.
- Was the resource person at the, “28th National Case writing workshop” in association with AIMS conducted by Prestige Institute of Management and Research, Indore, 26th-27th November 2012.
- Handled, “Product and Brand Management”, Advanced Junior Management Leadership program, February to April 2013
- Handled, “Marketing Strategies and Management”, for senior executives, Robert Bosch Engineering Limited, July to September, 2013.
- Organized the “Brandwealth” seminar along with FCB ULKA at the WeSchool campus, Bangalore, during 28th 29th and 30th August 2013
- Marketing and Sales management, JMLP Batch 8, Infosys, Bangalore, March 2014 to May 2014
- Sessions on Services Marketing for senior executives of Earnst and Young(EY), September 2014 to January 2015

International Speaker

- Invited as a foreign expert and higher education teacher at Faculty of Economics & Business, the University of Maribor under the funded program of European social fund and Ministry of Education, science and sports government of Slovenia.
- Invited as a keynote speaker at the Energy Transition Summit 2022: The New Energy Economy, Kristiansand, Norway 3-4 May 2022.
- Invited as a Keynote speaker in International Conference on “Higher Education as the gateway to an Ethical & Peaceful world” organized by Rajkumar Goel Institute of Technology with the association of Globethics.net., India (Headquartered in Geneva, Switzerland) on 26th November 2021
- Invited as a guest speaker/panelist in 2020 ITVTI forum at PU, Taiwan. The topic of the session was “Significance of AACSB Accreditation for Business Management Education” on 11th December 2020
- Chair, International Conference on, “Applied and/or Interdisciplinary research: Emerging Economy Perspective”, 21st and 22nd December 2018, IFIM Business School.
- Chair, International Conference on, Management 2022- Growth and Sustainability Challenges, 15th and 16th September 2017, IFIM Business School
- Organized Seminar and Interactive Session in association with CII-IWN on “Career after the break” on 22nd July 2016 at Britannia Industries. Was also the speaker at the seminar
- Invited as a special guest and helped organize the Social Media Week by RSquare Consulting on 9th and 10th June 2016 at Leela Palace, Bangalore
- Organised Industry connect workshop and addressed the Pepperdine University executive delegates on “Business in India”, on 13th to 15th September 2016, Hotel Oberoi, Bangalore.
- Brand Wealth in association with FCB Ulka, 13th to 15th November 2014
- Conducted a 2 day high level International Conference on Social Media Marketing in Emerging markets, as Co-Chair of the conference in association with Academy of Indian Marketing(AIM) at ITC, Gardenia, Bangalore 27th to 29th July 2014

- Organised a seminar on “Marketing Management for the new Millennium” which was attended by senior level Marketing executives of leading Organisation of India, Sept 1998
- Organised various seminar with corporate officials at Welcome Group Graduate School of Hotel Management, Manipal. 1994-1996
- Organised various “Meet the CEO” Programmes at PSG Institute of Management. 1997- 2006
- Organised various exhibitions and cultural programs.
- Organised a Seminar on Competitive Marketing Strategies for Globalization at PSG Institute of Management during Oct 2001.
- Organised a seminar on “International Business” at Tuticorin, Jan. 2003

Conference/ Workshops / MDP’s attended

- Invited as a Speaker at CII InnoVerge 2025, Bengaluru-the flagship national event of the Confederation of Indian Industry (CII). The India Innovation Summit focuses on AI as an enabler for innovation and global leadership, exploring themes such as strengthening indigenous AI capabilities, fostering international collaborations, and advancing workforce development to build a resilient and self-reliant industrial ecosystem, 10-11 October 2025
- Member of UK Study Tour for visiting leading institutions, including Cambridge Judge Business School, University of Southampton, University of Leeds, Nottingham Trent University (NTU), Central Saint Martins, University of Edinburgh, and University of Glasgow. The tour focused on exploring collaborations in Creativity and Innovation, Cultural Studies and Industries, Art and Design, as well as opportunities for faculty and student exchanges and joint research initiatives, 24 September-03 Oct 2025
- Invited as a panellist in a landmark one-day conference titled “Envisioning Tomorrow’s University: A Transdisciplinary Dialogue on the Future of Education,” 13th September 2025 at Entrepreneurship Development Institute of India, Ahmedabad
- Invited in rountable “Beyond Barriers: A Roundtable on Women’s Economic Futures, hosted by UN Women India with Head Held High Foundation, Gandhinagar, Gujarat, 10 September 2025
- Invited as an invited as Guest of Honour at the Orientation Program for the incoming Batch of 2025 at School of Liberal Arts and Management Studies, P P Savani University (PPSU), Surat, July 2025
- Invited as an esteemed speaker at the 2nd edition of The Economic Times Annual Education Summit 2025, themed “Fueling the Education Economy with AI: The India Story”, Delhi, 19 & 20 June 2025.
- Attended the NVIDIA AI Summit held at the Jio World Convention Centre in Mumbai on October 24–25, 2024.
- Attended the 14th Indian Management Conclave (IMC) 2024, held at XLRI Jamshedpur and organized by MBAUniverse.com in collaboration with India’s top B-schools and knowledge organizations. The theme of the conclave was ‘Identifying Contemporary Roles & Competencies for Reshaping MBA Programs.
- Invited as panelist at “CII SheLeads: Leading Today, Shaping Tomorrow: Women Leaders' Vision for India @ 100” Closed-Door Roundtable organized by Confederation of Indian Industry (CII), August 01, 2024
- Attendant conference on “Journey Towards Viksit Bharat A post union budget 2024-25”

organized by Confederation of Indian Industry (CII) at New Delhi, July 30, 2024

- Attendant leadership studio organized by The Economic Times (ET) and Coursera for campus on the theme “Advancing Higher Education: Curriculum to Careers.”, July 26, 2024
- Attendant AACSB Dean’s conference, Barcelona, Spain, February 20- 22, 2024
- Attendant Indian Management Conclave 2023, at SPJIMR Mumbai, October 13-14, 2023
- Attendant Faculty international immersion at Nanyang Technological University (NTU) Singapore, Singapore Management University (SMU) Singapore, and the University of Wollongong’s Wollongong and Sydney campuses, September 2023
- EFMD Global network: exclusive accreditation, networking & peer learning event @ MDI Gurgaon on July 18, 2023
- Attendant AACSB Business Research Seminar at Coimbatore, Tamilnadu on 18th April 2022.
- Invited as the Honorable Chief Guest for the Women's Day Celebration which was held on 8th March 2022 at Mumbai (Bunts Sangha Mahila Vibhag).
- Attended the Annual Summit of CII (Confederation of Indian Industry) at Bangalore on 10th March 2022.
- Invited as a Special Guest Speaker at 8th Bihar Entrepreneurship Summit 2021, Gyan Bhawan, Patna on 21st March 2021.
- Speaker Invite for Young Indians (Yi) Dehradun Chapter Annual Session 2020 & Young-entrepreneurs Meet Panel Discussion on Making Youth Self Reliant on 19th December 2020 at Hotel LP Vilas, Prem Nagar, Dehradun
- Special invitee to attend CII Karnataka Annual Members Day 2020 on 27th February 2020 at Hotel Taj West End, Bengaluru
- Attended International Conclave on Learning Eco-system” during 18 – 19 February 2020 at Bengaluru on the Silver Anniversary of IFIM Business School.
- Special invitee to attend the Conclave on Redefining Management Research in India” on February 17, 2020 at the Indian Council of Social Science Research (ICSSR) and IIM Trichy, New Delhi.
- Special invitee to attend the 8th AIM – AMA Sheth Foundation, Doctoral Consortium 2020 at Birla Institute of Management & Technology (BIMTECH) Greater Noida on 04th January 2020.
- Special invitee at the CII-Innovation summit, 21st and 22nd August 2019, Taj West End, Bangalore.
- Attended the CII-IWN Southern Region Leadership summit, St. Gobin, Chennai as part of the Regional Council member and Chairperson, Karnataka.
- Was an invitee to the 30th AIMS convention, Infosys convention centre, Bangalore, 30th August to 1st September, 2018.
- Attended, IMC annual conference on Management Education at IIM Bangalore, August 3rd and 4th, 2018.
- Attended the International Conference by AACSB (ICAM) at Honolulu, Hawaii 22nd to 24th April 2018.
- Attended the Southern regional council meeting of CII-IWN as office bearer,
- 4th October, 2017, Trivandrum.
- Special invitee and attended the CII, State Council meeting at Radisson, Mysuru on 3rd October 2017
- Special invitee at the session on, “Industry-Academia collaboration, Research and Innovation”, by

CII, 12th April, 2017.

- Special invitee, “CII Planning Session” for incoming office bearers, 28th March, 2017, Taj West End
- Participated in the, “Business Accreditation Seminar”, conducted by AACSB at Mumbai, 13th and 14th February 2017
- Invited for the Fifth meeting of the CII CEO forum 2016-17, 8 Nov, 2016, Hotel Ritz Carlton, Bangalore.
- Part of the State council meeting of CII, 11th November 2016, Mysore
- Participated in the “Spirit of Entrepreneurship” 20th NHRD Annual Conference, 8-9 Dec 2016, Royal Senate (Gate 6), Palace Grounds, Bangalore
- Special Invitee to the 11th CII Innovation Summit at ITC Gardenia on 6th and 7th August 2015
- Special invitee at the session with Dr. Philip Kotler, on the 19th of November 2014 at St John’s Auditorium Bangalore by Philip Kotler Marketing Forum
- Attended the 7th National Brand Summit, ‘Challenges of Re-building Brand India: Role of Industry’ by AIMA, 5th February 2013, Taj Westend, Bengaluru.
- Attended an Intensive Programme on “Transformation of Organization in relation to Human Resource Development” at Indian Institute of Management, Ahmedabad, Aug 1996
- Attended Conferences held by Federation of Hotel and Restaurant Association of India at Taj Hyderabad, Nov 1992.
- Attended Conferences held by Federation of Hotel and Restaurant Association of India at Taj Aguada, Goa, Nov 1994.
- Attended a Faculty improvement programme in Marketing Management at TA Pai Institute of Management, Manipal in Nov 2001.
- MDP on ‘International Marketing Research’ at IIFT, Delhi, Oct 2002
- Seminar on Health Management by FICCI Ladies organisation, Delhi, Oct 2002
- Attended a seminar on ‘Family Business’ by CII, at Karl Kubel Institute, Coimbatore during Dec. 2002
- Attended workshop on ‘Creativity for Business development’ organised by FLO, Hanns Seidel Foundation, Germany, during Oct. 2002
- Conference on “Brand identities and Design” at National Institute of Design, Ahmedabad, Mar, 2003
- Attended a program on “Customer Delight and Customer Loyalty” organised by CII at Leela Palace, Bangalore, during 17th and 18th June 2004.
- Attended workshop on “Service skills for frontline executives” by CII Bangalore on 23rd and 24th May 2005.
- Participated in a National Conference on “SCM and CRM” organised by Computer Society of India on 10th, 11th June 2005 at Coimbatore.
- Was selected to participate in an intensive program on “Wealth Management” sponsored and organised by ICICI Bank during 1st to 11th July 2005 at Thailand.
- Was Invited for the 22nd Anniversary celebrations of Association of Women Entrepreneurs of Karnataka, on 3rd December 2005, Bangalore and attended the AGM.
- Attended the 22nd Annual meeting of FICCI Ladies Organization at Federation House, Tansen Marg N. Delhi, representing Coimbatore Chapter as the Chairperson 8th to 10th May 2006. and

made a presentation on FLO Coimbatore activities.

- Attended a one day workshop on “Program yourself for Peak Performance” by Dr M.I.M. Nehruzii, organized by the Management PSG Institutions, on 29th September 2006.
- Attended the “Regional Round Table of Deans and Directors”, By AIMS at SDM, IMD Campus , Mysore on 14th July 2007.
- Attended a program on “Eat Right and Stay Young and Vermiculture” organized by International Prune Association and FICCI Ladies Organization , Coimbatore on 22nd August 2007
- Participated in “5th India Innovation Summit” organized by Confederation of Indian Industry (CII) at Bangalore on 12th and 13th June 2009.
- Participated in “Cross Border Investment- Funding Opportunities in challenging times”, by The Indo Italian Chamber of Commerce and Industry on 19th June 2009, at Hotel Chancery Pavilion, Bangalore.
- Participated in a workshop on Case Writing and Case teaching hosted by Indian School of Business in association with Richard Ivey School of Business, IIT Mumbai and Welingkar Institute of management during 1-4th October 2009.
- Participated at the Brand summit on Marketing disruption organized by CII, on 19th and 20th February 2010 at Taj Westend, Bengaluru.
- Participated in “6th India Innovation Summit” organized by Confederation of Indian Industry (CII) at Bangalore on 17th and 18th June 2010.
- Participated in Global Colloquium on Participant Centered Learning at Harvard Business School, Boston from July 25th to August 7th, 2010.
- Meeting with Pepperdine University Business School Deans, at Grazodia Business School Campus, LA and Malibu on the 9th of August 2010.
- Was invited to attend the ACMA meet for a members interaction with president atTaj Westend, Bangalore on the 25th October 2010.
- Participated at the follow on session of the Harvard, Case writing and Case development discussions at Harvard center, Shanghai 17th to 21st January 2011.
- Was invited and attended the CII Southern Region Annual Meeting 2011on 25th March 2011 at Hotel Taj West End, Bangalore
- Attended the Seminar on Business Opportunities in Toronto organized by CII on 5th May 2011 at Taj West end, Bangalore.
- Attended the National conference “Live and Breath the change”, organized by National Human resource development (NHRD), in Bangalore, 16th and 17th November 2011.
- Attended the Tie entrepreneurial summit, 2011 at lalit Ashok, Bengaluru, organized by Tie International, on 15th and 16th December 2011.
- Attended the leadership conclave on “Leadership Differentiator- Igniting ideas, creating success”, at Mahindra satyam learning world, organized by NHRD at Hyderabad, 31st January 2012.
- Meeting with delegates from Rollins College, Florida, and discussion on “ China and India Centre” at Rollins University, May 20th, 2012, Chancery Pavilion, Bangalore.
- Invited by Professor Emeritus David Weinstein, INSEAD for a meeting and discussion on B2B marketing, 27th June, NMIMS, Bangalore.
- Invited by FICCI Ladies Organization for their preliminary meeting for opening a new chapter in Bangalore, UB City, 16th October 2012.

Other achievements / contributions

- Contributed to Developed a Vision paper on “Digitalization Roadmap for Indian Exploration and Production (E&P) Industry” 2020 by Ministry of Petroleum & Natural Gas.
- Developed the Executive PGDM and Part Time MBA program content at Welingkar Institute of Management development and Research
- Co-ordinator for full-time MBA programme at PSGIM, 2003-05
- Co-ordinated Part Time MBA Programme at PSG Institute of Management, 1998-2000.
- Co-ordinator for Diploma Programmes at PSGIM, 2000-2003
- In-charge of the cultural clubs at various Institutions
- Was Incharge of running and Maintaining Ladies Hostel at Manipal, WelcomeGroup.
- Acting Director at IPSM, Mangalore.
- Supported in all Programmes conducted by the above institutes whenever required
- Was member of Rotaract club and underwent Ranging course at college and school levels

Paper Presentation

- Presented paper at AMA 2025 Winter Academic Conference titled “Hi, I am Hyper AI! I am not that Rosy: Navigating the Complexities of Hyper-Personalized Chatbots”, 14-16 February 2025 sheduled at phoenix, Arizona
- Presented paper on, “Inventory Management Activities Determinants Post Covid- 19: Applying IT Applications in Indian Sugar Supply Chain” at the 7th Biennial Supply Chain Management Conference on “Post-pandemic Supply Chains: Innovations and New Paradigms”, 17th December 2021 in IIM Bangalore.
- Presented paper on, “Financial Inclusion Initiatives for Sustainable Business Opportunities in India” at the Gender Issues in Business Schools Event 2021 by Aston School of Business Bingham UK, 11th October 2021.
- Presented paper on, “Capacity Management Options (CMOs) in Services Industry and Impact on Company Performance – A Cross-Industry Study’ at the 30th AIMS annual convention and won the silver, J L Batra best research paper award, 30th August to September 1st 2018.
- Presented paper on, “Regulatory issues concerning Information standards in online consumer contracts”, Organized by Academy of Indian Marketing(AIM) and WeSchool, Bangalore, on 25th and 26th July 2014
- Presented a paper on “Factors affecting brand switching behavior by Gen Y- a study on Apparels”, at the International conference on “ Shaping the future of research in Marketing in emerging Economies”, IIM, Lucknow, Noida campus, 12- 14th January 2012
- Presented the case study on, “ASM technologies” at National conference of Casestudies, Christ University on 27th August 2012
- Presented a paper on “Successful and Unsuccessful revival strategies of Indian Organization”, at the 23rd Association of Indian Management Schools convention (AIMS), 26-28th August 2011. The paper was awarded the gold medal for best research paper.
- Presented case study on “ASM Technology- from Bits to Bytes” at the National Case study competition on 25th January 2011 at PSGIM, Coimbatore.

- Presented a paper on “Turbulence to Turnaround- A comparative analysis of Public and Private sector organizations”, at AIMS, 2009, ISB, Hyderabad, 27 – 29th August, which was awarded the silver medal for Best research paper.
- Presented paper on “Nature, elements and process of customer orientation: evidences from service front line”, in absentia at the 2nd EuroMed annual conference, Salerno, Italy, 26-28, October, 2009.
- Presented a paper on “Integration of Supply Chain Management with e- commerce” at a National Seminar on “Emerging Trends in Management” held by Mangalore University. in Nov 2000.
- Presented paper on Channel Management with reference to Pump and Motor sector in National Seminar at PSG College of Technology, Coimbatore, Nov. 2002
- Presented paper on “Dealers perception towards Philips Domestic lighting products in Coimbatore “ at the National Seminar conducted by PSG College of Technology, This paper was judged as the best among papers presented in the area of Marketing – Nov. 2003.
- Published paper on “Identifying the functional gap between the supplier selection and consumer utilization of FMCG products in hotel industry” at the International conference on Responsive supply chain and organizational competitiveness (RSC-2004), organized by Coimbatore institute of technology jointly with University of Massachusetts, USA on Jan 5th 2004.
- Published paper on “A look into the trends in Advertising through a study on the Awareness and Effectiveness of the Airtel Enhanced Response Campaign for Rediffusion Dyr Ltd.” At the National conference on “Contemporary Trends in Business Research” conducted by PSG college of Technology, on Nov 19th and 20th, 2004.
- Published and presented a paper on “Potential of bill payment services in Urban co-operative banks in Ahmedabad” at International conference on emerging markets organised by IIM Kozhikode and North American Society for Marketing Education on 22nd December 2004.
- Attended an International conference on “ Using Organizational Knowledge for World Business Development and International Good” organized by Academy of International Business, Northeast Region at Boston, USA , presented a paper on “ Exploring the effectiveness of Urban Cooperative Bank as a Channel for Bill Payment Services”, during 6th to 9th October 2006.
- Presented a Case study on “Marketing of Ecotourism” at the 19th Annual AIMS Conference at IIM Calcutta on 24th August 2007.
- Presented a case study on “Dealing with dealers- The Finolex way”, at the International Conference on Management cases at IMT Ghaziabad organized by George Mason University ,Virginia , USA on 3rd and 4th December 2007.
- Presented a paper on “Transforming channel relationships by identifying Super- ordinate goals between Channel Partners and channel Managers”, at AIMS 2008,
- on 27th August, which was awarded the silver medal for Best research paper.
- Presented a paper on “Channel design for effective bi-directional relations in FMCG sector”, at the 1st EuroMed annual conference, Marseille, France, on 17th
- –19th November 2008.
- Presented a paper on “STPI- IT cluster in Bangalore” at the Society of Global Economic Business Development Symposium conducted at University of Wollongong, Dubai during 12th to 14th January 2009.

Speaker/ Guest Lectures

- Dr. Githa Heggde invited as speaker in the 5th Edition of the Global Education Conclave held on October 24–25, 2024, at Taj Lands' End, Bandra West, Mumbai, under the theme “AI in Higher Education: Impact & Challenges.”
- Addressed the principals and heads of Alva Institutions, Mudabidri on 16th November, 2023
- Invited for the guest session on Conference on Marketing & Branding with theme “Be Future Ready – Navigating Marketing Trends and Transforming Brands” on Saturday, 30 September 2023, by Confederation of Indian Industry, Rajkot Gujarat
- Invited as the Honorable Chief Guest for the Women's Day Celebration which was held on 8th March 2022 at Mumbai (Bunts Sangha Mahila Vibhag).
- Inaugural Speaker at CII TNTDPC Summit on the Future of Management Education: Leadership for the New Normal; from 18th – 19th December 2020.
- Invited as a panel member in 3AI Pinnacle SPECTRE Summit & Award 2020 on 29th August 2020 titled “AI & Analytics – The most sought after career opportunity for new age professional & aspirants”.
- Chair, in a panel of Jury members for AI & Analytics Takshila awards for the best AI and Analytics Education institute under 3 AI Pinnacle award on 29th August 2020.
- Speaker by 3AI Association on 23rd August 2020 for a webinar series Titled “AI/Analytics in university education system – A must for future proof careeroption”.
- Invited as a guest speaker in AIQRATE webinar Specials: CXO Series on the "Transformation in Management Education: Now & Beyond “held on 12th July 2020.
- Invited as a Guest Speaker/Jury for CSR Rotary Karnataka Conference 2020 on “Gender Diversity and Inclusions” held at Bangalore on 28th February 2020.
- Inaugurated the workshop on Data Storytelling for Business and spoke on the topic at Kennametal, Bangalore organized by CII-IWN on 24th November 2019.
- Speaker at Christ University on “Leadership in a Dynamic environment”, 23rd August 2019 organized by CII-IWN, Karnataka.
- Speaker at the CII- Indian Women Network Annual Day on 3rd April 2019 on Balance for Better at Taj West end, Bengaluru.
- Panelist at the “CSR Rotary Karnataka Conference 2019”, spoke on Skill Development and Entrepreneurship, Federation of Karnataka Chambers of Commerce and Industry (FKCCI), February 15th, 2019.
- Speaker at the UNGCNI workshop on, “Developing Women Leadership: A Roadmap to Success” on 28th September 2018 at Bengaluru.
- Panelist and Speaker at the NHRDN 3rd Indian Management Forum, Indian Management Education- Towards New Panorama- 21st September 2018 and spoke on Towards Heightening Employability of Management Graduates. At NMIMS, Mumbai.
- Panelist and speaker on, “Providing Quality Higher Education & Lifelong Learning Opportunities For All in India ” at the 13th National Convention on the theme of Sustainable Development Goals (SDGS):Blueprint for actions announced by UN Global Compact Network India (UNGCNI) on 8th June, 2018 at Hotel Shangri-La, Bengaluru
- Panelist and speaker on “Challenges and issues of Higher Education in India” at the BAASANA-FTU International Conference on Globalization, Innovation and Governance at FTU, Hanoi,

Vietnam on 16th May 2018.

- Panelist at the seminar on, “Overcoming Barriers to International Research Collaborations”, organized by Australian Trade and Investment Commission, Australian Government, on September 1st 2017.
- Panelist at the panel on, ‘Deans’ Perspectives on Business Education’ at the International Conference of Business and Applied Sciences Academy of North America! With your support and assistance, BAASANA-UK, Exeter Business School., 17th August 2017
- Speaker at CII-IWN Annual Conference on, “Diversity and Inclusion” on July 5th 2017 at Fortune Park, Bangalore.
- Speaker, at “Interactive Session on Work Life Balance” by CII- IWN, 15th March 2017 at CII Office, Indiranagar.
- Panelist at National Conference, Christ University, Marketing track panel discussion is "Technology Statistics and Marketing", 10th March 2017
- Speaker at the seminar on, “Leading in a dynamic Environment”, St Joseph’s College of Commerce on 31st January 2017.
- Spoke on “Importance of Research for corporates” for executives at Edge Verve systems Ltd, Bangalore, and 12th January 2017.
- Invited and attended the CII Southern Regional Council meeting as board member on 3rd and 4th August 2016, Taj West End, and Bangalore.
- Special address at Interactive Session on: Career aspirations - “Choosing a new path” at GSSS Institute of Engineering & Technology for Women, Mysore. 20th May 2016.
- Speaker at the workshop organized by CII’s Indian Women Network (IWN) in association with Shardul Amarchand Mangaldas & Co. as, on, Internal Complaints Committee” on 16 March 2016
- Guest lectures on "International Marketing Management" at Manipal Institute of Management, MAHE, 18th November 2001
- Guest lectures on “Activating process in Management for senior inspector course, CRPF, Coimbatore, during March. 2002
- Spoke on Sales force management and Consumer behaviour at Bannariamman Institute of Technology, during 21st July 2003
- Spoke on “Marketing opportunities for women entrepreneurs” , organised by PSG Nodal Centre, 9th September 2003
- Was Chief Guest at Rotary Metropolis Coimbatore ,meet delivered key note address on “Customer retention and delight”, September 2003
- Was one of the resource persons and conducted session on “ Test Marketing and Product Launch” at MDP conducted by Centre of Technology Management, DSIR, New Delhi& PSGIM during 15th Dec 2003.
- Was a resource person at the Certified course on “Latest Trends in Management” by Kerala Management Association and spoke on “customer delight and retention” on 13th December 2003.
- Was Chief guest at Rotary Main Coimbatore ,delivered key note address on “Retailing” on August 12th 2004.
- Delivered lecture on “Marketing for small scale industries” as part of the entrepreneurship development program for women organised by Women business enterprises development association (WOBEDA) on 20th December 2004.

- Was Chief guest and spoke on “Marketing and Visibility” at the Coimbatore Management Association meet on 31st January 2005.
- Chaired session on e-tailing at a National seminar on “Retail Strategies for Indian Market” organised by Jamal Institute of Management Trichy, on 21st April 2005.
- Was invited as Chief Guest and delivered the inaugural address at a workshop on “Export- Import Management” at Karpagam Institute of Management on 23rd August 2005.
- Co-chaired the Marketing session at the National conference on “Contemporary trends in business research” on 20th November 2005 conducted by PSG college of Technology
- Spoke on “Sales Sense and Success” on 21st April 2006 at the Professional development Program organized by PSGIM for corporate executives.
- Conducted a session on Marketing Concepts and spoke on “Principles of Marketing” at a program on Entrepreneurship Development Programme on Starting Biotech Business, sponsored by National Science and Technology Entrepreneurship Development Board, Department of Science and Technology, Government of India, New Delhi, organized by PSG-STEP on 4th May 2006
- Conducted a session on “Industrial Marketing” at a workshop on Entrepreneurship conducted by V.L.B. Janakiammal College of Engineering and Technology on 31st August 2006
- Spoke on “Marketing and Entrepreneurship” at an Entrepreneurship Awareness Program organized by PSG Science and Technology Park on 22nd Sept 2006.
- Was Chief Guest at a luncheon meeting with the Marketing faculty of University of Toledo, USA, and discussed on Marketing as a academic specialization on October 19th 2006
- Was invited as a panel member by Bharath Petroleum, Coimbatore, on a discussion on “Understanding Customer needs and expectations” on December 10th 2007
- Was invited to a “Curriculum design, teaching and research program on Corporate Social Responsibility” by IIM Bangalore and Nottingham University on 3rd and 4th December 2008.
- Was invited to address the executives from Pepperdine University, California. Spoke on “Indian Society and Economy” on 21st September 2008, Bangalore.
- Lead a Seminar on “Doing Research on Distribution Channel Management”, for the doctoral students at Xavier Institute of Management, Bhubaneswar on 3rd October 2008
- Delivered a special lecture on “Recent Trends in Marketing” at PSG Institute of Management, Coimbatore on 11th October 2008.
- Was invited to speak to the executives MBA students from Pepperdine University, California on “Indian Culture and Economy”, on 20th September 2009 at Oberoi, Bangalore.
- Delivered a guest lecture on “Developing Customer value and Retention” at Alva’s School of Management, Moodbidri, Karnataka on 29th October 2009.
- Delivered guest lecture at XIM, Bhubaneswar on “Global Pricing and Distribution Strategies” for the marketing specialization students 10th February 2010.
- Lead a Seminar on “Research on Turnaround strategies”, for the doctoral students at Xavier Institute of Management, Bhubaneswar on 12th February 2010.
- Spoke on “Marketing Strategies for SMEs”, at a Foundation for Profitability for SME’s organized by CII, Karnataka on 5th March 2010 at Kirloskar Electric Company, Hubli.
- Spoke on “Relationship between consumer markets and retail” at ITC infotech ltd, Bangalore for the executives on 11th October 2010
- Addressed the ITC infotech executives on “Fundamentals of Consumer behavior” on, 15 October

2010 at their Bangalore campus.

- Handled a session on “Introduction to CPG” on 12th November 2010 for the ITC infotech executives at their Bangalore facility.
- Panelist at a conference on “Marketing in the post Recession Era”, along with panel members from Lowe Lintas, IIMA, Smith and Nephew, at SaintGits Institute of Management, Kottayam, Kerala, 20th November 2010.
- Delivered a session on “Case study- Harvard Perspective” at the Faculty skill development program organized by WeSchool, Bangalore on 16th April, 2011.
- Delivered a special lecture for the executive students from Pepperdine University on, “Indian Economy and business in India” 15th May 2011, Hotel Oberoi, Bangalore
- Addressed the Pepperdine University delegates on “Indian culture and doing Business in India”, on 16th September 2011, Hotel Oberoi, Bangalore.
- Was a speaker at, “Contemporary research and Innovation management”, organized by NMIMS, Bangalore, on April 21st, 2012
- Session on Case writing, 22nd and 28th February 2012, for the delegates from National university of Singapore (NUS) at WeSchool, Bangalore.
- Guest session on Brand Wealth at Oxford College of Business Management, Bangalore, 9th June 2012.
- Panelist at the Cisco Connected Women Leadership Forum (CWLF), organized by Cisco. Spoke on “Enablers for a successful career”, 20th July, 2012, Cisco campus, Bangalore.
- Conducted sessions on Case writing for delegates from National University of Singapore, 8th and 14th, August, 2012 at Ashirwad, Bangalore
- Conducted Junior Management Leadership Program sessions for Infosys executives at Jaipur campus, 16th-20th August 2012.
- Conducted Sessions on Sales Marketing and Business Development for Infosys executive , Infosys, Jaipur Campus, 13th to 16th September 2012
- Addressed the Pepperdine University executive delegates on “Indian culture and doing Business in India”, on 17th September 2012, WeSchool, Mumbai.
- Conducted Sessions on Sales Marketing and Business Development for Infosys executive , Infosys, Jaipur Campus, 19th to 23rd October 2012.
- Conducted a session on, “Brand Development and Management”, at National Institute of Design, R&D center, Bangalore, 12th February, 2013
- Conducted session on Case writing, 22nd February 2013, for the delegates from National university of Singapore (NUS) at WeSchool, Bangalore
- Invited by National Institute of Design, R&D center, Bangalore, for the Course review on Retail Management on 17th April 2013.
- Conducted the Orientation program on the topic "Learner Centric Teaching" for the faculty of Christ University as part of the training on "New Paradigms of Academia" May 1st 2013.
- Guest sessions on, “Retail Process, Design and Management”, at the research Center, National Institute of Design, Bangalore, July- August 2013.
- Guest sessions on, “Retail Process, Design and Management”, at the research Center, National Institute of Design, Bangalore, July- August 2014.
- Chaired the special session on Women safety organized by CII-IWN 5th August 2015, Royal

orchid, Bangalore

- Guest Speaker on Branding at MVIT, Bangalore 5th September 2015
- Was invited by GRG School of Management Studies, Coimbatore for an Interaction session their faculty members on 5th October 2015
- Speaker at the session on, Personal Branding “, to senior and middle level corporate executives at Caterpillar Campus, Whitefield, 22nd September 2015.
- Key Note Speaker at International Conference on, “Current Trends in Management Research and relevance to Industry” Sree Narayana Gurukulam College, Ernakulum, 21st November 2015.
- Inaugural address and spoke on the seminar on “Effective social Media Marketing” on 24 February 2016 at CII office Indiranagar Bangalore.

Copyright

- Filed for Artistic Work on “DGS Smart Energy & Sustainability Management (SESM) Model For Airports” with Registrar of Copyrights, Indian Copyright Office, Depart of Industrial Policy and Promotion, Ministry of Commerce and Industry. Diary No: 30727/2021-CO/A
- Filed for Artistic Work on “SAG Model of Risk Management of COVID 19 on Manufacturing Sector” with Registrar of Copyrights, Indian Copyright Office, Department of Industrial Policy and Promotion, Ministry of Commerce and Industry. Diary No: 31690/2021-CO/A

Chair, Discussant, Reviewer

- Dr. Githa Heggde chaired a roundtable discussion on "The Future of Learning: Adapting Gujarat's Education System for the 21st Century." organize by Confederation Of Indian Industry (CII).
- Invited as an Subject expert for faculty promotion as part of CAS(Career Advancement Scheme) by Goa University for its management faculty on 25th November 2017.
- Chaired interactive session on, “Prevention of Allergy and Allergic Asthma”, by CII-IWN, 26th May 2017, Hotel Taj West End
- Was invited to attend the meeting with Hon’ble Minister R. V. Deshpande on 09th August 2016 at Karnataka Udyog Mitra.as an expert to discuss regarding organizing “Think Big 2016” Women Entrepreneurship Summit From 14th to 15th November 2016
- Represented CII board at the Interactive session with MP’s of Karnataka, 14th December 2016, Delhi.
- Was invited to chair the panel on, “Developing future talent towards effective leadership” as a speaker at the annual conference on, “Leadership to enable Change”, organized by CII-IWN at Taj Gateway on 1st April 2016.
- Chaired CII-IWN Special Session on “Women Safety”; 05th August 2015; Royal Orchid Hotel Old Airport Road Bangalore.
- Evaluation of Major Research project presentation of Dr Arcot Purna Prasad on the topic Efficacy of organised retailing in FMCG segment, 3rd March 2015, Christ University
- Co-chaired the Marketing session at the National conference on “Creating Actionable Knowledge for Sustainable Business Growth”, conducted by PSGIM during 16th November 2007.
- Chair at a session on Customer Relationship, During a Conference on “Re- engineering Library”, by PSG Institute of Management on February 2nd 2008.

- Reviewer for Cases shortlisted at “1st International Conference on Brand Management” November 21-22, 2008, IMT Ghaziabab.
- Discussant, International Conference, Global Academy of Business and Economic Research, Florida, September 17th-19th 2008.
- Discussant, EuroMed annual conference, Marseille, France, on 17th – 19th November 2008.
- Reviewer, Journal of International Business and Entrepreneurship, Universiti Teknologi MARA, Malaysia
- Reviewer for Cases shortlisted at “2st International Conference on Brand Management” December 21-22, 2009, IMT Ghaziabab.
- Chair, Sustainable Brands, The International conference on Brand Management, 2010, University of Greenwich, Centre for Indian Business, and Institute of management Technology, Ghaziabad, January 06-09, 2009.
- Chair, Ecological imperative and role of Marketing, 3rd Annual EuroMed Conference in Business, November 4-5th 2010, Nicosia, Cyprus.
- Chair, Conference on Emerging Dimensions in Marketing, 19th, 20th November, 2010, STGITS Institute of Management, Kottayam, Kerala.
- Chair, International Conference in Marketing, “Shaping the future of research in Marketing in emerging Economies”, IIM, Lucknow, Noida campus, 14th January 2012
- Chair, marketing track at the National Conference on “Emerging trends in Management”, Christ University, 21st February, 2012.
- Chair, Marketing Track, a National Conference on “Emerging Trends in Business” NCETB 2013, Christ University, in the month of January 2013.
- Evaluator, of Major research project presentation of Dr Jeevananda, Professor, Christ University, Feb 12, 2013.
- Expert member of the Oral Examination Board constituted by the VC of Anna University, Chennai to conduct the Viva Voce Examination of research scholar Mr. K. Suresh Kumar on 1st March 2013.
- Expert member of the Oral Examination Board constituted by the VC of Anna University, Chennai to conduct the Viva Voce Examination of research scholar Ms Gayathri Devi, 29th, July 2013.
- Deputed as External Expert, Affiliation Inquiry Committee (AIU), by Goa University for sanctioning the research center status for Goa Institute of Management Studies, 7th February 2014.
- Reviewed papers for International Conference on Social Media Marketing, Conference proceedings July 2014.

Teaching Activities

- Courses handled
- Marketing Management
- Marketing Strategy
- Sales and Distribution Management
- Retail Management
- Supply Chain Management

- International Marketing Management
- Services Marketing
- Brand Management
- Applied Marketing Management
- Sales Force Management
- Consumer Behaviour
- Business English
- Certificate Project Work
- Guidance

Board Member

- Member, the European Marketing and Management Association (EUMMAS) Dec, 2021.
- Chairperson, CII- IWN, Karnataka 2016- 2017
- Board Member, ELCITA (Electronic City Association), 2017
- Co-Convener, Learning and Development, CII-IWN, Karnataka, 2015-2016
- Chairperson- FICCI ladies organisation- elected chairperson of the Coimbatore chapter. 2005-2006
- FICCI ladies organisation- elected vice-chairperson of the Coimbatore chapter. 2004-2005
- Member, NHRD, Karnataka.
- Member, Indian Society for Training and development
- Member, Confederation of Indian Industries
- Member, Association of Women Entrepreneurs of Karnataka, Bangalore.
- Member, Auto Component Manufacturer's Association.
- Member, Federation of Karnataka Chamber of Commerce and Industries.

Sports

- Represented Mangalore University in Inter University Tennis Tournament.
- Was Captain of the Basket Ball team at College Level
- Plays Snooker