



Name Ranjith P V

Designation Associate Professor

Specialization: Decision Science

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Qualification

B-tech, MBA (Marketing & Operations), PhD (Commerce & Management), UGC-NET

Work Experience

20 years
Lecturer Vel Tech Institutions-MBA Department, Chennai
Lecturer Besant Vidya Kendra, Mangalore
Lecturer- Chetana's R.K Institute of Management & Research
Assistant Professor, SIES College of Management Studies, Navi Mumbai
Associate Professor, CMS Business School, JAIN Deemed to be University, Bengaluru

Career Summary

An academicians with research interests in the areas like service quality, operations and consumer behavior and marketing. My teaching interests are in the areas of quantitative techniques, operations and marketing. I have published referred articles in journals and have worked in different management institutes in India. I was invited as keynote speaker to International Conference on Project Management which was organized by Association of International Business and Professional Management at Manado, Indonesia in the year 2019. I believe that my knowledge of quantitative areas and software (SPSS, Excel) has helped me to be a well-respected teacher among student community. I want to be known as a dedicated teacher with good research experience.

Research Interest

Operations, Service Quality, Consumer Behavior and Quantitative techniques in Management

Research Publications

Ranjith P V, Aparna J Varma (2020), A Study of Possible Strategies for Revival of Tourism Industry - Post COVID-19 with Specific Reference to India-Viewpoint Using an Exploratory Research, GIS Science Journal, Vol 7, Issue 6, pp 25-29, ISSN 1869-9391

Ranjith P V et al (2020), "Indian Premier League- Cricket, Entertainment or Business?" Journal of Social Sciences, Vol48, Issue 2, pp 1351-1359, ISSN 0253-1097, Scopus

Ranjith P V, Aparna J Varma (2020), Safety of Healthcare Workers in India, Journal of Engineering Sciences, Vol 11, Issue 5, pp 337-339, ISSN 0377-9254, UGC-Care

Ranjith P V (2020), COVID-19, Indian Scenario, Challenges and Possible Revival Strategies, Purakala Journal, Von 31, Issue 4, ISSN No 0971-2143, UGC-Care.

Ranjith P V, Rupesh Sinha (2020), Consumer Perception Study with respect to Online Shopping in India, Journal of Engineering Sciences Vol 11, Issue 3, pp 233-237. ISSN 0377-9254, UGC-Care.

Aparna J. Varma, Ashwini J., Ranjith P. V., Jayan V. K. (2020) An Analysis of Factors Affecting the Adoption of E-Banking Services

Courses Facilitated

Quantitative
Techniques

Operations
Management

Supply Chain
Management

Business Statistics

Research methodology

Member on Committees / Editorial Boards

ACADEMY OF
INTERNATIONAL
BUSINESS(AIB)

Professional Memberships

ACADEMY OF
INTERNATIONAL
BUSINESS(AIB)

ASSOCIATION OF
INTERNATIONAL
BUSINESS AND
PROFESSIONAL
MANAGEMENT(AIBPM)

MTC GLOBAL

Review Board

ACADEMY OF
INTERNATIONAL
BUSINESS(AIB)

EAMSA Conference
2019

in Small Finance Banks in Karnataka, International Journal of Recent Engineering & Technology, Vol 8, Issue 6, pp-3519-3524, ISSN 2277-3878

Ranjith P V, Swati Kulkarni (2019) "Internet and its influence in student education", IJMS Vol- 6, Issue 1: pp37-44, ISSN(Print) 2249-0302 ISSN (Online)2231-2528.

Ranjith P V (2019), Service Quality in Banking, Journal of Engineering Sciences, Vol10, Issue 12, pp 894-906, ISSN 0377-9254

Ranjith PV, Swati Kulkarni (2018), Students Perception and Satisfaction about Teaching Learning Process of a Business School in the city of Mumbai" (2018), Indian Journal of Applied Research, Vol 8, Issue 4, ISSN 2249-555X.

Ranjith P V (2018), Service Quality in Hospitals-An Empirical Study, IOSR Journal of Business Management, Vol 20, Issue 4, Version 1, pp 11-15, ISSN 2278-487X.

Ranjith P V (2015), Perceptual Study of Service Quality of Banks in Mumbai, Advances in Economics & Business Management, Vol 2, Issue 10, pp1025, E-ISSN 2394-1553.

Ranjith P V, Subhash Kulkarni (2013), Customer Perception of Service in Banks, Global Research Analysis, Vol2, Issue 3, pp 112-113, ISSN 2277-8160

Ranjith P V (2013), Service Quality in Banking, International Journal of Management Research & Review, Vol 3, issue 9, PP 3463-3468, ISSN 2249-7196

Ranjith P V, Neha Chopade, Vidhya Rao (2011), Effectiveness of IT events in academic institutions- students' perspective, Zenith International Journal of Multidisciplinary Research, Vol 1, Issue 5, pp 175-189, ISSN 2231-5780.

Ranjith P V, Ela Goyal (2011), A Study on Consumer Perception- A Case Study for Laptops, Indian Journal of Marketing, Vol 41, Issue 6, ISSN 0973-8703, Scopus now.

Ranjith P V, Subhash Kulkarni (2011) Consumer Perception of Service Quality in Banking, Journal of Management Development & Research, Vol1, Issue 2, pp 18-23, ISSN 2249-023X

Ranjith P V, Rajesh Nair (2010), Viewer's Recall of Products and Brands advertised during the telecast of IPL Matches, Journal of Marketing Mastermind, ISSN 0972-5156

Ranjith P V, Rajesh Nair (2010), A Comparative Study of Service Quality of D'Mart and Apna Bazaar, IUP Journal of Management Research, Vol 9, Issue 4, pp 7-20, ISSN 0972-5342.

	Articles / Case Studies	<p>Ranjith P V, Uma Warriier (2020), Community Kitchen for Common man in the times of Coronavirus, Social Issues in Management under Academy of Management-blog</p> <p>Ranjith P V, Uma Warriier, Aparna J Varma (2020), Innovative ways of countering COVID-19 in India, Journal of Health Management Policy& Innovation – blog</p>
	Activities	<p>April-May 2020: I completed Specialization on Supply Chain Management through Coursera. Also completed courses in Operations Management, Business statistics and Project Management from Coursera.</p> <p>January- May 2020: Currently pursuing course on Strategic Management through Swayam Portal</p> <p>21-22 September 2019: Invited as keynote speaker at International Conference of Project Management at Manado, Indonesia and chaired a session also</p> <p>June 2019: Reviewer of ICPM Bali-2019 Conference.</p> <p>Supervised student projects for Nusantara Project organized by AIBPM, January-May 2020</p> <p>I was a reviewer for International Journal of Applied Business & International Management (IJABIM) Vol. 2 No. 1, August, 2018 for conference on Project Management in The Global World.</p> <p>Participated in the one-day workshop on “Advanced Statistical Data Analysis using SPSS&AMOS” conducted by Primax Foundation at Bengaluru on 26th March 2016</p> <p>Coordinator of student research initiatives</p>
	Recognition / Awards	<p>2011: Dewang Mehta award for best teacher in retail management</p> <p>October 2017:EET CRS Edu Brands Award for Special Mention Certificate</p>
	Seminar Conferences Attended	<p>May 2020: Webinars at CMS Business School</p> <p>May 2020: FDP on Data Analytics at CMS Business School in</p> <p>January 2020: Attended and presented paper in global marketing conference held at KJ Somaiya Institute of Management& Research in Mumbai</p> <p>September 2019: AIBPM International Conference on Project Management, Manado</p> <p>January 2019: Global Marketing Conference at KJ Somaiya Institute of Management& Research</p>

Attended workshops done by Academy of International Business at IIM Indore, IIM Calicut and Symbiosis Pune I the year 2017.

January 2013: Presented a paper on titled “Comparative Study of Service Quality in Banking” at the tenth AIMS-IIM Conference

Higher Education Forum Conferences and Workshops from 2014-17

January 2011: ICOMS 11 at IMT Nagpur

January 2011: International Marketing Conference at IES College of Management Studies

February 2014: Completed a quality improvement course on Industrial Marketing & Project Management at NMIMS , Mumbai