



Dr. Sangeeta Devanathan

Assistant Professor and Faculty Chair for Placements

Faculty of : **Marketing**

Email : sangeeta.d.@cms.ac.in LinkedIn: [linkedin.com/in/sangeeta-devanathan-5a18222](https://www.linkedin.com/in/sangeeta-devanathan-5a18222)

Qualification

PhD (2020)
PGDBM (IIMK – 2002)

Work Experience (total : 18 years +)

10+ yrs in Banking
HSBC
Citibank
Standard Chartered Bank

2 yrs in Media
Radio Mirchi
Times of India Group

6+ yrs : Teaching and Research
CMS B-School, Jain
(Deemed-to-be University)

Subjects Taught

- Marketing Management
- Brand Management
- Services Marketing
- Strategic Marketing

Career Summary

After a 12 year stint (2002-2014) in Banking and Media, I was drawn towards academics and research in 2014. I believe that the exposure from varied senior and middle management roles held across various organizations (Citibank, Standard Chartered, Times of India Group) furnished experiences that enrich my classroom and off-classroom interactions with budding managers of today.

My research interests are in Brand management - specifically luxury brand management.

I gave up my role as the Vice President and Cluster Head at Radio Mirchi in 2014 to dedicate myself to the rigor of academics, with the vision of creating managers and leaders through teaching and to contribute to the vast and exciting domain of marketing through research.

Having been a Marketing practitioner and now an academician, the 'art and science' of this exciting domain continues to intrigue me. I can describe my stint in the Industry as fulfilling and successful. However, in academics and research, I think I have finally found my calling in life.

Research Interests

Luxury Brand Management; Brand Management; Consumer Behavior

Publications

- Devanathan, S. (2020). Indian Consumers' Assessment of 'Luxuriousness': A Comparison of Indian and Western Luxury Brands. *IIM Kozhikode Society & Management Review*, 9(1), 84-95.
- Exploring 'Luxury Brand Management' as a Separate Area of Study. (2018). *Nitte Management Review*, 12(1&2), 9-19. doi: 10.18311/nmr/2018/v12i1&2/23723

Consultancy

- Brand strategy for NuttyFox (Vaaya foods)(July – Sep 2019)
- Branding and promotions at Modern trade outlets for Godrej Consumer Care (Jan 2020)

Activities

- Successful ideation and completion of the following activities as the Faculty Chairperson for Placements:
 - Launch and implementation of an integrated and branded training program (LEAD), with the objective of enhancing student employability.
 - Launch and successful implementation of industry interface sessions branded "Coffee par charcha with (an industry leader).
 - Successful launch of the InternNest – an internship fair
 - Playing the role of a liaison for Placement Cell, Students and Academic teams.
 - Managing the Placement Ambassador program at the B-School, which strives to increase student participation in the Placements process.

**Seminar
Conferences
attended**

- International conference title “Markcon 2020” held on **10th and 11th Jan 2020** conducted by **Indus Business Academy**
Paper title : “Tracing the Characteristics and Consequences of Luxury through a Review of Literature”
- International Conference on “Preparing for the Future: Learning and Teaching Management” held on **29th and 30th of December 2018** conducted by **Justice K.S.Hegde Institute of Management (JKSHIM), Nitte.**
Paper Title : *Exploring Luxury Brand Management as a Separate Area of Study*
- International Conference on “Society and Management: Indian Culture Vis-à-vis Western Culture” held on **7th and 8th December 2018** conducted by the **Indian Institute of Management, Kozhikode**
Paper Title: *“Indian Consumers’ Assessment of Luxuriousness – A Comparison of Indian and Western Luxury Brands”*
- National Seminar on “Innovations in Management Education and Career Development” held on **11th Aug 2018** conducted by **CMS Business School, Jain (Deemed-to-be University)**
Paper Title: *Luxury Brand Management: A Question of Level or a Distinct Area of Study*
Achievement: Won the Best Paper Award