



Name: Sharat Kumar

Designation: Associate Professor

Specialization: Marketing

Email: sharat.kumar@cms.ac.in

Qualification

Ph.D. (Faculty of Management) JAIN
(Deemed-to-be-University)

Post Graduate Diploma in Management (Institute of Management Development & Research, Pune)
B.Com (Hinduja College, University of Bombay)

Work Experience

Associate Professor,
CMS Business School,
JAIN (Deemed-to-be-University).

Executive Vice President Saatchi & Saatchi Focus, Bangalore.

Senior Client Services Director, Lintas India, Bangalore.

Group Account Manager, Bates India, Mumbai.

Career Summary

- After completing his post-graduation, Dr. Sharat Kumar, joined Clarion Advertising Services Ltd., as management trainee, where he handled a diverse set of categories and accounts such as Beverages, TOMCO, Hindustan Lever Ltd., TCS, Rallis India and MIRC Electronics.
- As a Group Account Manager, with BATESINDIA, he was also involved in the launch of several new categories, for Hindustan Lever Ltd, under the name Lever Ayush.
- Dr. Sharat, moved to Bangalore and joined Lowe Lintas where he was responsible for managing the communication requirements of brands such as Britannia Industries Ltd. (Good Day, Nutrigo and the Bakery portfolio), Infosys Ltd. and HM group.
- In his last tenure, in advertising, Dr. Sharat worked with Saatchi & Saatchi Focus and managed the businesses of Asahi India Glass, Infosys Ltd., Bosch Ltd. And Coats India.
- He joined JAIN (Deemed-to-be-University), as an Associate Professor in November 2013.

Research Interest

Military products, Military history, qualitative research

Research Publications

- Kumar,S., Reddy, L.S., Maram, H.K. (2016). The evolving meaning of honour in Japanese military. *Research in Management and Information Technology Trends in SOCIAL, MOBILITY, ANALYTICS AND CLOUD*. ISBN No: 978-1-5136-1658-2
- Kumar,S., Reddy, L.S., Maram, H.K. (2017). Reshaping Honour: 85 years of Japanese 'Military', *MITS International Journal of Business Research*. e-ISSN: 2394-4161, p-ISSN: 2349-1701. Volume 4, Issue 1, 71-81
- Kumar, S. (2019). Mis-reporting the 'military'. *Defining military for usage by media. Humanities and Social Science Studies*. ISSN: 2319-829X. Vol. 8. No. 2.

Seminar Conferences Attended

International Conference on Science and Technology for National Development SMAC: An emerging tool – 2016. Organised by: Indian Science Congress Association, Bangalore Chapter & Adarsh Institute of Management and Information

National Seminar on recent trends in Management and Commerce. Organised by MATS University.

Courses Facilitated

- Business to Business Marketing.
- Marketing Management.
- Integrated Marketing Communication.
- Advertising and Public Relations.
- Services Marketing.
- Strategic marketing.

Member on Committees / Editorial Boards

Alumni Committee