

**V. RAVI SHANKAR**

**Contact: + 91 9702276667 E-Mail: ravishankar1962v@gmail.com**

**Date of Birth -18-01-1962**

**LINKED IN PROFILE - [www.linkedin.com/in/professor-marketing-](http://www.linkedin.com/in/professor-marketing-)**

---

**Industry Experience 30+ years and 5 years Teaching with Passion to Learn and Teach**

#### **Education:**

- Thesis Submitted February 2020 -**PhD Marketing, University of Mumbai**, after passing **PET Management**.
- **UGC NET –Management 2015.**
- **MAH SET- Management 2015.**
- **EDMC, The Institute of Management Consultants of India April 2015.**
- Advanced Professional Diploma in Training & Development specialised in Behavioural & Facilitation Skill Training from Skill Advantage of American TESOL Institute.
- Accredited Management Teacher AMT of AIMA.
- **Master of Marketing Management MMM** from NMIMS Mumbai – **Narsee Monjee Institute of Management Studies, University of Bombay** in 1994.
- **Post Graduation Diploma in Mktg. & Sales Management** from Bhavan 's College in 1987.
- **B.Com. (Business Management)** from University of Bombay in 1983.

#### **Experience:**

- **Assistant Professor** at Guru Nanak Institute of Management Studies, **GNIMS Business School**, Matunga, Mumbai, from 4<sup>th</sup> August 2021 onwards.
- **Assistant Professor** at Rajiv Gandhi College Vashi, from June 2017 to 3<sup>rd</sup> August 2021.
- **Sales Trainer & Management Consultant**, From April 2015 onwards.
  - Marketing Consultant for RCCL Glacier white cement from April 2015 to March 2017.
  - Sales Trainer & Marketing Consultant for Ellora Paints Kochi till March 2017.
- Domain Training Manager- DTM, at **Pune Institute of Management Studies, PIBM Pune** Sept 2014 to April 2015.
- **Deputy General Manager Marketing** at **Birla White Unit of UltraTech Cement Ltd** from Feb 1989 to April 2014.
- **Trident Wraps India Ltd., Maharashtra & Goa as Sales Officer** Oct 1987- Jan 1989
- **Wockhardt Ltd. - Professional Service Representative** Oct 1985- Sep 1987

- **Sheetal Sales Agency & Golden Tobacco Co. Ltd. Mumbai Akola & Aurangabad as Sales Supervisor**  
Aug 1983 – Oct 1985
- **Market Research Field Investigator for IMRB, ACIL, MRAS (Free Lance)**  
May '82- Apr '83

### **Publications Published & Presented –**

- Convener of an Interdisciplinary one-day International Virtual Seminar, March 2021.
- Presented research paper at International Virtual Seminar, Rajiv Gandhi College of Arts, Commerce & Science Vashi Navi Mumbai, March 2021
- Presented a research paper at International Marketing Seminar, Indsearch Pune, January 2020.
- Presented a research paper at International Conference, We School Matunga, January 2020.
- Presented a research paper at National Conference, VES Western College of Commerce & Business Management February 2020.
- Presented a research paper at National Conference, Rajiv Gandhi College of Arts, Commerce & Science Vashi Navi Mumbai, February 2020.
- Research Paper Titled “An Analysis of the parameters affecting the sale of cement to B2B consumers in Thane region” published in UGC approved journal.
- Research Paper Titled “A Study on the Status of Financial Literacy in India: Review of Literature” published in UGC approved care listed journal.
- Research Paper Titled “Role of Digital Media in the B2B Market of Cement Industry – A study of Navi Mumbai Region” published in March 2021 UGC approved care journal.
- Research Paper Titled “An Analysis of B2B Consumers of Cement Brands in Mumbai” selected and published in March 2022 Finance India, SCOPUS Indexed; ABDC; Journal.
- Case Study Published in 2020, Indian Journal Of Training and Development titled “Succeeding in Cross Cultural Joint Venture” co-author.
- Article written & titled “**The Need for Scientific Analysis**” was published in the Indian Cement Review October 1995.
- Article **Case Study on Birla White Cement launch** was published in the **Asian Marketing Case study book**. Co-author of case study on Birla White cement launch that was published in an Asian Marketing Case study book:

Shankar, R. and Subrahmanyam S. (2000), “Birla White,” in Ang S.H. et al, *Principles of Marketing: An Asian Casebook*. Singapore: Prentice Hall; pages 125-130.

**Resource person -**

- As a Trainer Resource person for one day at FDP Feb 2018.
- Trainer Resource Person at GNIMS.

**Linguistic Ability & Language Skills:**

- Fluent in Hindi & Marathi. Speak, Read & Write.
- Speak Gujarati, Tamil & Malayalam.

**Professional Training Attended:**

Have completed various training programs including:

- Participated in the online Orientation Programme 2021, conducted by UGC HRDC University of Mumbai sponsored by RUSA & obtained Grade A.
- Attended case writing workshop at GNIMS December 2019.
- **Management Development Programme - MDP Basic, Advanced & Grid Seminar under Late Dr. P N Singh.**

Dr P N Singh was the first Indian to be instructor to conduct Grid Seminar developed by Drs Robert Blake & Jane Moutan in India. Dr.P.N.Singh was the Founder President of the Forum of Asian Managers, past president of Bombay Management Association & Indian Society for Training & Development.

- **Professional Selling & Soft Skills in selling under Dr. Walter E.Vieira.**

Dr. Walter E.Vieira is a senior management consultant & was the first Asian elected Chairman of the International Council of management consulting institutes. His management and sales training seminars are well recognized in India and abroad.

**V.RAVI SHANKAR**

April 23<sup>rd</sup> 2022

**Place:** Navi Mumbai