

Dr. Maruthi Ram R

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Biography

Dr. Maruthi Ram R , In the year 1980 he obtained his Bachelor's degree B.Sc., in science from The National College, Basavanagudi, Bengaluru. He has an MBA (Marketing) and an MBA (HRM). In the year 2011 he got his doctorate Ph.D from the " University of Mysore" Apart from the above he got a Post graduate diploma in Yoga in 2009 and M.Sc in Yoga in 2011. He carries a Long and rich experience of 27 long years from Corporates. He has been an academician for the past Twelve PLUS years. He has presented research papers in 38 National / International conferences & Seminars. He has also published 22 research papers in international journals. Presently Dr. Ram is guiding Four Ph.D Research Scholars in VTU. He served as a member of "Board of Examiners" for VTU for Management section in 2014-15. He is also a sitting member of "Board of Studies" in M.S. Ramiah University in Management division and in BMS College of Engineering. He has chaired many sessions in National & International conferences, Management Fests and delivered keynote addresses and speeches in many Educational Institutes, Universities and NGOs . He has been an authorized yoga trainer, for his excellent service in yoga field, "Shivashakti yoga Kendra" a reputed NGO from Bangalore has awarded him the "Yogacharya award" in November 2013. "Commendation for Exemplary Service in Education Field" Award by Rotary Club, Southwest Bangalore was conferred to him on 4th September 2018. As a Kannada poet he has authored two books titled "Akhilam Madhuram" and "Manasa Geetham". His one more book titled " Bhavabhrunga" is going to be published shortly.

Research Interests

- Marketing

Selected Publications

1. Empowering offline retailing through innovative store approaches towards value conscious consumers , Vol 22, Issue 14, December 2019
2. Mediating Effects of in-Store Customer Experience in Organised Retail Outlets , Vol. 6 Issue 4, Oct to Dec 2019
3. Marketing Functions and Strategies for Rural Markets – A Study , June 2019, Volume 11, Issue 7

4. Transforming distribution – the key e-tail success in India on 29th April 2015, International conference on research in Business Management & IT at RNSIT, Bangalore
5. Influence of organizational culture on performance of middle level managers in IT sector on 29th April 2015 ,International conference on research in Business Management & IT at RNSIT, Bangalore
6. Cognitive Ergonomics and it's Importance at Workplace on 10th May 2019, National Conference on convergence of Science, Technology & Management, NCCSTM-2019
7. Impact Of Environmental Contingencies On Total Quality Management on 23rd March 2017, National Conference-Suprayoga 2017 at Global Academy Technology