

Faculty Profile



Name : Dr. G Ramesh
Email ID : gramesh@sfimar.org
Designation : Professor and Head-MMS Programme
Department : MMS
Qualification : M.Sc. (Applied Science), M.B.A , M.Phil.
Ph.D., FDP (IIM, Indore), DMC, NET

Brief Profile

Professor Dr. G Ramesh holds a Master degree in Applied Science (M.Sc.), Business Administration (MBA), Philosophy (M.Phil.), Post Graduate Diploma in Human Resource Management and Ph.D. in Marketing. Dr. G Ramesh has also undergone the Executive Education Program at IIM Indore. Dr. G Ramesh has around 28 years of experience in Industry and Academic areas and is currently a University approved full Professor, heading the flagship programme of the Institute, namely, Master of Management and Studies (MMS). Dr. G Ramesh has in his credit has many research papers in SCOPUS, UGC Listed recognized national and International Journals. He has also presented research papers in various conferences and Seminars as registered participants and invited speaker. Dr. G Ramesh has received Chief of Air Staff (CAS) commendation and Air Officer in Chief Commanding, (AOC-in-C) Western Air Command for excellence in service while serving in the defense sector. He has also been conferred with a civilian “Rashtriya Gaurav Award”. Dr. G Ramesh has also undertaken many consultation study namely, on understanding the Market potential of the new area under engineering stream – “Mechatronics” for St Francis Institute of Technology, on “Building Marketing and Sales Funnel” for an organization-PixelTech, on understanding Market Sizing of Precision Tubes for an Organization – Shree Sai Oto Tube Mills Ltd (SSOTML), on Competency measuring of the top leadership of PSUs such as Bharat Electronics Limited (BEL), Bengaluru and National Thermal Power Corporation (NTPC), Mumbai and Lucknow.

Experience

Teaching 12 years till date and 15 ½ years Industry.
In Charge Director from 10 Sep 2013 to 31 Jul 2014

Research & Publication

Kindly refer the orcid id - orcid.org/0000-0002-8926-2060

Funding (1)

- A Study of CSR activities conducted by NIFTY 500 listed Companies as per the Government mandate
University of Mumbai (Mumbai, Maharashtra)
2017-08 to 2018-08|Grant
 - GRANT_NUMBER : 289
 - GRANT_AMOUNT : INR 31,000

Research Articles (16)

- Green Finance-A Green Investments perspective A qualitative study of global and Indian companies International Journal of Research and Analytical Reviews
2018-10-01 | journal-article
 - ISSN: [2349-5138](#)
 - DOI: <https://doi.org/10.1729/Journal.18587>
- An analysis of corporate social responsibility expenditure of Indian companies based on the Companies Act, 2013 Director Notes India
2018-09-27 | journal-article
- An Analytical Study of Corporate Social Responsibility spending by Companies based on Government of India's CSR mandate Prabandhan : Indian Journal of Management
2017-03-01 | journal-article
 - ISSN: [0975-2854](#)
 - DOI: [10.17010](#)
 - EID: [\[SNIP : 0.093 ; SJR : 0.193 ; Scopus CiteScore : 0.53 ; Scopus Journal CiteScore Rank : 149/194\]](#)
 - OTHER-ID: UGC S.No 38263
- Application of GDSS in facilitating E-learning International Research Journal of Engineering, Mathematics & IT
2016-12 | journal-article
 - ISSN: [ISSN – 2349-0322](#)

- Frugal Innovation and its impact on changes in the World JBIMS Journal-Spectrum

2015-01-10 | journal-article

- ISSN: 2320-7272

- A Perspective of Indian Corporates towards CSR for Building Sustainable Businesses SFIMAR Research Review

2014-03 | journal-article

- ISSN: [0975-895X](#)

- Integrating Organized Retail through Media for a Sustainable Social Development A Qualitative study Indian Journal of Applied Research

2013-07-01 | journal-article

- ISSN: 2249-555X
- DOI: [10.15373](#)

- A glimpse of innovative teaching pedagogy in management education with special reference to business simulation games -HETL Conference

2013-01 | conference-paper

- "Integrating Media and Environment for a sustainable Social Development" IASSH Conference

2012-11 | conference-paper

- Brand building measures for organized retail outlets :an empirical study, Journal of Business and Retail Management Research (International

2012-04 | journal-article

- ISSN: [ISSN 1751-8202 \(Print\) ISSN 2056-6271 \(Online\)](#)
- EID: [21100329555](#)
- OTHER-ID: UGC S No 21716

- India's emergence in Global Scenario, Edited book published by UDH Publishers & Distributors (P) Ltd

2012-01 | journal-article

- Standardization Vs Adaptation of Marketing Strategy : A qualitative study Indian Journal of Marketing

2011-11 | journal-article

- ISSN: [ISSN 0973-8703](#)
- EID: [21100241711](#)
- OTHER-ID: [UGC S.No. 20802](#)

- A Pilot Study of Organized Retail Formats and their Location Strategy in Mumbai (A study covering western suburbs Bandra to Borivali) Journal of Retail Property and Leisure. (International) Published by Palgrave MacMilan

2011-05 | journal-article

- ISSN: [1750-2098](#)
- DOI: <https://doi.org/10.1057/rlp.2011.10>

- Electronic Brainstorming- An innovative framework ezine

2011-04 | magazine-article

- OTHER-ID: [6095060](#)

- "Globalization and Human Development" IASSH Conference Proceedings

2010-02 | conference-paper

- **"Corporate Social Responsibility and Healthcare" IASSH Conference Proceedings**
2008-04 | journal-article

International Journal paper reviews carried out by Dr. G Ramesh

Awards & Recognitions

1. Chief of Air Staff (CAS), Indian Air Force Commendation, 2002-3
2. Air Officer in Charge (AOC-in C), Western Air Command Commendation,2004-5
3. Rastriya Gaurav Award, 2009

Academic / Professional Affiliation

1. Member, Academic Advisory Board, Department of IT, St Francis Institute of Technology, Borivali West, Mumbai
2. Member, Academic Advisory Board, St Johns Institute of Management and Research, Palghar.
3. Member, Local Management Committee, St Johns Institute of Management and Research, Palghar.

S. No	Topic of the Research Paper	Journal	Publisher	Date of review completed
1	"Turf Wars: What the Intra-Organizational Conflict Literature May Contribute to our Understanding of Marketing Strategy Implementation"	Journal of Strategic Marketing (International)	Taylor & Francis	18 Jun2010
2	"Impact of Market Entrant Characteristics on Incumbent Reactions to Market Entry"	Journal of Strategic Marketing (International)	Taylor & Francis	24Nov2010
3	"Corporate branding process model"	Journal of Strategic Marketing (International)	Taylor & Francis	18Jan 2012
4	"Introducing customer blind spots: a cognitive approach on non-customers"	Journal of Strategic Marketing (International)	Taylor & Francis	01May2013
5	"International Marketing Segmentation Strategies and Ethical Considerations"	Journal of Strategic Marketing (International)	Taylor & Francis	14Aug2013
6	"International Trade Service-Learning Attitudes and Engagement in a Large Class Setting"	Journal of Applied Research in Higher Education (International)	Emerald group	17 Sep2014
7.	Labor Market Graduate Skills Mismatch: Employers' Perspective	Journal of Applied Research in Higher Education (International)	Emerald group	29 Sep 2018

4. Life Member, Indian Association for Social Sciences and Health.(IASSH)
5. Member, Institute of Management Consultants of India (IMCI)
6. Adjudicator (External Examiner) of PhD Thesis in respect of Bharatidasan University, Tamilnadu.
7. Awarded the **Minor Research Grant (MRG) by University of Mumbai** for executing a project on the Corporate Social Responsibility (CSR) activities by NIFTY 500 companies as mandated by **Govt. of India**

Affiliation with University of Mumbai

1. Part of LIC team representing Mumbai University for inspecting Rajiv Gandhi Institute of Management Studies for recommending its continuous affiliation.
2. Represented a core member of the Syllabus revision team for Marketing Specialization under the Board of Studies (BoS)
3. Formulated a new subject for the University of Mumbai namely Marketing Analytics and framed the syllabus for the same and for another existing subject namely Media Planning and Design for MMS.
4. Appointed as the nominee of Vice Chancellor, University of Mumbai for the Career Advancement Scheme promotion screening of faculty members under Management faculty.

Expertise & Consultancy

Expertise

1. Invited as the Chief Guest and Resource person for the preparatory workshop of PhD aspirants at St Francis Institute of Technology (Engineering College) where Dr. G Ramesh addressed the participants on the Achievement Motivation in Higher Education.
2. Conducted a one day FDP on **Multiple Regression** for the Faculty members of St Francis Institute of Management and Research (SFIMAR)
3. Conducted a one day FDP on **Time Management** for the Faculty members of St Francis Industrial Training Institute (SFITI), Borivali West.
4. Conducted a one day FDP on **Importance of Upgrading and Updating Class Management/ Class control and Interpersonal Skill** for the Faculty members of St Francis Industrial Training Institute (SFITI), Borivali West.
5. Conducted a 3 days MDP on **Understanding Strategic Marketing through Simulation for corporate, academicians and students**

Consultancy Projects

1. Executed a consultancy project on **Studying the Market Potential** for the new area under the Engineering Faculty namely Mechatronics for St Francis Institute of Technology (SFIT)
2. Executed a consultancy project on **Marketing and Sales Funnel** for the company PixelTech.
3. Executed a consultancy project on **Understanding the Market potential and Market Sizing of Precision Tubes** for the company Shree Sai Otto Tubes Mill Limited (SSOTML)

Consultancy on Competency Assessment

1. Executed a consultancy on **Competency Assessment on the leadership aspects for the Top Management (AGM, SGM and DGM) of Bharat Electronics Limited (BEL), Bengaluru**
2. Executed a consultancy on **Competency Assessment on the leadership aspects for the Top Management (AGM,SGM and DGM) of National Thermal Product Limited (NTPC), Mumbai**
3. Executed a consultancy on **Competency Assessment on the leadership aspects for the Top Management (AGM,SGM and DGM) of National Thermal Product Limited (NTPC), Luck now**