

## *Faculty Profile*



Name PROF. JACKSON JOHN

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Designation ASST. PROFESSOR

Department - Marketing

Qualification – MBA (RMIT University, Melbourne), MSc

## *Brief Profile*

Jackson John has completed his Management in Business Administration (MBA) degree from the Royal Melbourne Institute of Technology (RMIT University - School of Business and Law), Melbourne, Australia.

Prior to his MBA studies, he also has a post graduate MSc degree in Biotechnology from Mahatma Gandhi University, Kerala, and a dual Bachelors' degree in Microbiology-Biotechnology from Mumbai University.

As of October 2018, Jackson John has total industry work experience of 5 years in Melbourne, Australia and in Mumbai, India. He has worked in the areas of Market Research with reputed companies in India and overseas, and in the field of Sales and Marketing in the Pharmaceutical industry in Mumbai, India.

He has been in the academics of post graduate management education for the past 5 years. The subject areas he teaches include Sales Management, Negotiation and Selling skills, Marketing Management, Services Marketing, Retail Branding & Strategy, and Product & Brand Management.

He has guided numerous research projects of post graduate management students in related areas, including students pursuing their Executive MBAs who are from corporates.

## *Experience*

Total Years of Experience (Teaching 5 - Industry 5 - Total 10)

## *Research & Publication*

He has published 5 research papers in nationally and internationally acclaimed research journals till date, including in Scopus-listed journals. His interest areas in research are in the fields of consumer behavior, sales, branding, and advertising.

## *Awards*

He was awarded with the Best Faculty Research Award (2nd prize) at St. Francis Institute of Management and Research, Mumbai, for the Academic Year 2016-17.

He was awarded with the Best Research Paper Award for his research paper presented at the research conference at Guru Nanak Institute of Management Studies, Mumbai, in the academic year 2017-18.