

Faculty Profile



Name	JESTIN JOHNY
Email ID	jestin@sfimar.org
Designation	Faculty
Department	Marketing
Qualification	M.B.A

Brief Profile

Jestin Johnny is a faculty in the area of Marketing. His research and teaching experience exceeds the span of a decade during which he has taught courses related to marketing at postgraduate level.

Experience

Experience - (Teaching and Industry)

Industry – 6.5 Teaching – 6.5 Total – 13 years

Research & Publication

“Video On Demand Marketing: Challenges and Opportunities in the Indian Market “- International Journal of Innovative Science and Research Technology ISSN No. 2456 – 2165 Vol.3. Issue 5, May 2018.

“Employment Analysis of Myanmar: A study on urban and rural labor force population” Published in International Journal of Research in Social Sciences Vol.7 Issue 4, April 2017.

“Labour Migration Analysis of Myanmar: A study on urban and rural labor force population” Published in international Journal of Research in Social Sciences Vol. 1. Issue LV, September 2017 www.Apjor.com

Solid Waste Management in Educational Institutions (A Study related to Mumbai Region only) – Published in International Journal of Social Sciences Vol.6, Issue 4 ISSN: 2249 – 2496)

Review Articles Published

“India – Bahrain Geo – Economic Engagements: From History to Possibilities” published as a special report in Diplomatist, a leading foreign policy magazine (September 2017 issue)

“India – Belgium emerging bilateral trade and economic engagements” published in digital platform in Internationalnewsandviews.com

“Let Geo- Economics drive Port Moresby’s APEC Summit Preparations” published in digital platform in Internationalnewsandviews.com

Workshop/Seminar Attended:-

10th Biennial International Conference on Ports, Shipping and Logistics held on Feb 16th 2018 organized by Bombay Chamber of Commerce and Industry.

Attended workshop on Fundamentals and Advanced Programme on IPR conducted by IIT Powai SJSOM for seven weekends.

The workshop was to know about patents, copyright, Trademark and many more.

Patent drafting workshop was also conducted to gain more insight into it.

Attended FDP in IIM Kozhikode for a week on Blue ocean strategy in the current marketing world.