

**Dr. C. Somashekar**

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Vidwan ID:

Scopus ID:

OrcID:

Faculty ID:

**Education**

	Degree	Year	Institute	Specialization
1	<b>BE</b>	1999	Siddaganga Institute of Technology, Tumkur	Electronics & Communications
2	<b>MBA</b>	2001	Siddaganga Institute of Technology, Tumkur	Marketing
3	<b>Ph. D.</b>	2014	National Institute of Technology Karnataka, Surathkal.	Management
4	<b>FDP</b>	2015	Indian Institute of Management Ahmedabad, Gujarat	Management

**Professional Experience**

	Date (from-to)	Designation	Organization
1	15-01-2013 to till date:	Associate Professor,	<b>Siddaganga Institute of Technology, Tumkur, Karnataka, India.</b>
2	24-01-2009 to 15-01-2013,	Research Scholar,	Department of Humanities, Social Sciences and Management, <b>National Institute of Technology, Surathkal, Karnataka, India.</b>
3	24-12-2008 to 24-01-2009, ,	Assistant Professor	<b>Siddaganga Institute of Technology, Tumkur, Karnataka, India.</b>
4	15-07-2005 to 24-12-2008	Lecturer,	<b>Siddaganga Institute of Technology, Tumkur, Karnataka, India.</b>
5	1-04-2003 to 13-07-2005	Senior Marketing Executive,	<b>V - GUARD Industries Private Limited, Bangalore.</b>
6	1-11-2001 to 31-03-2003	Marketing Associate,	<b>IFFCO - Tokio General Insurance Company Limited, Bangalore.</b>

*(Please fill in reverse order. Current designation should be at the top)*

**Positions held**

*(Please give details of any administrative posts, co Ordinator roles/ responsibilities held)*

Deputy Warden, Admission Cooreinator

#### Affiliations of Professional organizations

- *Member – Alumni Association - Indian Institute of Management Ahmedabad, Gujarat.*

#### Awards and Honors

- **Awarded FIRST POSITION with CASH AWARD** for the paper titled “Empirical Study of Superior Performance of Indian Cellular Mobile Service Providers”, at the 12<sup>th</sup> Consortium of Students in Management Research (COSMAR 2012) on 16<sup>th</sup> and 17<sup>th</sup> November, 2012 at **Indian Institute of Science, Bangalore.**

#### Courses Taught

##### Postgraduate Courses

- Marketing Management
- Strategic Management
- Business Research Methods
- Retail Management
- Services Management
- Strategic Brand Management
- Management and Behavioral Practices

#### Research Guidance

Sl. no	Name of the Scholar	Title	Year of completion
1	Vijayalakshmi.M	Consumer Buying Behaviour in Social Media Marketing	2024

#### Research Areas

- Strategic Management
- Management
- Marketing

#### Sponsored Projects

##### Ongoing Projects:

1. Title:

Funding Agency:

Amount:

Duration:

Role:

2. Title:

Funding Agency:

Amount:

Duration:

Role:

Completed Projects:

1. Title:

Funding Agency:

Amount:

Duration:

Role:

2. Title:

Funding Agency:

Amount:

Duration:

Role:

## Publications

### Journals

- Somashekar C. and Kiran K. B., (2012), “Empirical study of customer value and its impact on customer satisfaction and behavior intention in cellular mobile services”, - *International Journal of Retail and Marketing*, September, pp. 108-117.
- Somashekar C. and Kiran K. B., (2012), “Empirical study of customer value and its impact on strategic performance in cellular mobile services” *Opinion’-A Bi-Annual International Journal of Business Management*, December, pp. 1 - 15.
- Somashekar C. and Kiran K. B., (2013) “Role of Intangible Resources in Creating Superior Performance for Cellular Mobile Operators”, *PES Business Review*, January, pp. 29 - 46.
- Vijayalakshmi M and Dr. C. Somashekar (2019), “**Review of Social media Activities in E-Marketing**” in NATIONAL JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR) Volume 6 Issue 5 , May

## Conference Proceedings

- Somashekar, C. Sequeira A. H. and Kiran K. B., (2010), “A Philosophy to Develop Services for Bottom of the Pyramid Market: A Case of Cellular Mobile Service Provider”, International conference on “Challenges to Inclusive Growth in the Emerging Economies” held at **Indian Institute of Management Ahmedabad, Gujarat, India** during December 15-17, 2010.
- Somashekar C. and Kiran K. B., (2012), “Role of Intangible Resources in Creating Superior Performance for Cellular Mobile Operators”, *Strategic management Forum Annual convention, Indian Institute of Management, Indore*, April 3- 6, 2012.
- Somashekar C. and Kiran K. B., (2012), “Empirical Study of Superior Performance of Indian Cellular Mobile Service Providers”, - *12<sup>th</sup> Consortium of Students in Management Research (COSMAR 2012), Indian Institute of Science, Bangalore* November 16-17, 2012.
- Vijayalakshmi.M and Dr. C. Somashekar (2019), :” Review of social media activities in E-marketing” One-day national conference dated on 8<sup>th</sup> April 2019 in **Acharya Institute of Graduate studies, Bangalore.**
- Vijayalakshmi.M and Dr. C. Somashekar (2019),”Review of Consumer Buying Behaviour in Social Media Marketing”, Two days International Conference dated on April 25 - 26<sup>th</sup> 2019 in **RNS Institute of Technology, Bangalore.**
- Vijayalakshmi.M, Dr. C. Somashekar and Dr. S. Panneselvam (2020),”Exploratory Study on social media usage among millennial”, Three-day Sixth Biennial Conference dated on 2<sup>th</sup> January 2020 to 4<sup>th</sup> January 2020 in **Indian Institute of Management Tiruchirappalli.**
- Vijayalakshmi.M, Dr. C. Somashekar and Dr. S. Panneselvam(2020), ”Impact of Social Media Usage of online buying habits among millennial”, dated January 9<sup>th</sup> 2020 to 11<sup>th</sup> January 2020 in **Indus Business Academy, Bengaluru.**

## Book Chapters

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## Books

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## Editorial

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Reviewer of Journals

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*(Please give details in IEEE format)*

Editor/ Reviewer of Journal

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Patents

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Invited Lectures, talks and workshops

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