

## Dr. Manu T.U.

Affiliation (Assistant Professor, Department of MBA, SIT)

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### Education

	Degree	Year	Institute	Specialization
1	Ph.D.	2023	Siddaganga Institute of Technology, Tumakuru	Marketing
2	UGC NET JRF	2009	University Grants Commission	Management
3	MBA	2007	M.S.Ramaiah Institute of Technology, Bengaluru	Marketing
4	B.E.	2004	Siddaganga Institute of Technology, Tumakuru	Chemical Engineering

### Professional Experience

	Date (from-to)	Designation	Organization
1	11-02-2009 to till date	Assistant Professor	Siddaganga Institute of Technology, Tumakuru

### Positions held

- Member of Board of studies and Board of Examiners
- Placement Coordinator
- Admissions Coordinator
- NBA Coordinator
- Industry Institute Interaction coordinator

### Affiliations of Professional organizations

- Tumkur Management Association

### Awards and Honors

NIL

### Courses Taught

#### Postgraduate Courses

- Strategic Management
- Operations Management
- Marketing Management
- Macroeconomics

- Services Marketing
- Business Marketing
- Sales and Distribution Management

#### Research Guidance

NIL

#### Research Areas

- Branding
- Strategy

#### Sponsored Projects

NIL

#### Publications

##### Journals

- Manu T U, M. R. Shollapur and S Panneerselvam, (2021), "Branding of B-Schools from the Perspectives of Recruiters", Journal of Management & Entrepreneurship, 15(4), 2021: pp.17-26. DOI/10.17605/OSF.IO/PU7N4
- Manu T U, M. R. Shollapur and S. Panneerselvam, (2021), "Brand Building of B-Schools: A Review of Literature", Journal of Tianjin University of Science and Technology, Vol: 54, Issue: 08:2021, ISSN: 0493-2137, pp. 421-432.
- Saxena, S., Tawde, S., Manu, T. U., & Gupta, S. (2025). Sustainable by Choice: Understanding the Psychology Behind Eco-Friendly Consumer Decisions. Advances in Consumer Research, 2, 3944-3951.
- Sharma, S. K., Mehta, S., Manu, T. U., Puranik, A. M., & Singh, R. K. (2025). The impact of AI-powered recommendations on online purchase decisions: A consumer perspective. Advances in Consumer Research, 2(4), 1542-1552.

##### Research Papers

- International Conference Manu T U and Shollapur M. R., (2021), "A study on factors impacting B-Schools Branding strategies from the view of recruiters", at the International E-Conference on "Innovative Interventions for Inclusive and Sustainable Business Landscape (IISBL - 2021)", on 25<sup>th</sup> to 27<sup>th</sup> November, 2021 at Department of Management Studies, Ramaiah Institute of Technology, Bengaluru

#### Editor/ Reviewer of Journal

NIL

Patents

NIL

Invited Lectures, talks and workshops

NIL