

Dr. Tejaswi Patil

Assistant Professor

Department of Management Studies and Research Centre

BMS College of Engineering, Bangalore

Email: tejaswipatil.mba@bmsce.ac.in

Mobile No: 9535675429

<https://orcid.org/0000-0001-8717-828X>**Educational Qualification**

Qualifying Exam	College	University/Institution	Year of Passing	Grade / Class
Ph.D	-	IIT Roorkee	2023	-
NET	-	UGC	2012	*
MBA	SIT, Tumkur	VTU, Belgaum	2003	First Class
BSc (Agri)	AC, Shimoga	UAS, Bangalore	2001	First Class

* Scored more than the JRF cut-off marks.

Academic Position

- Working as Assistant Professor in the department of Management Studies and research centre at BMSCE, Bangalore since February 2009.
- Worked as Research Scholar at IIT Roorkee from July 2018 to July 2023.

Journal Articles

- 1 Patil, T. and Rahman, Z. (2023b) 'Mapping the Cause-Related Marketing (CRM) field: document co-citation and bibliographic coupling approach', *International Review on Public and Nonprofit Marketing*, 20(2), pp. 491–520. doi: 10.1007/s12208-022-00347-1. (Springer Nature, SCOPUS Q2, ABS =1, ABDC = B)
- 2 Patil, T. and Rahman, Z. (2023a) 'A bibliometric analysis of scientific literature on guilt in marketing', *Management Review Quarterly*, 73(3), pp. 1385–1415. doi: 10.1007/s11301-022-00277-6. (SpringerNature, SCOPUS Q1, ABS = 1, ABDC = B)

International Conference Papers

- 1 Paper titled "Delineating and rooting Cause-Related Marketing (CRM)" presented at 7th Biennial Conference of the Indian Academy of Management, 2022 held at **IIM Rohtak**, India during January 7 to January 9, 2022.
- 2 Paper titled "Review of scientific literature on regulatory focus theory in marketing" presented at ISDSI-Global Conference 2021 held at **IIM Nagpur**, India during December 27 to December 30.
- 3 Presented paper titled 'Moderation Effect of Skepticism on Guilt Appeal in Cause Related Marketing' in the 3rd ICDE & 14th ISDSI Annual Conference, organized by Centre for Digital Economy, **IIM Raipur**, India, during 27-29 December, 2020.
- 4 Paper titled Social Marketing: Connecting the Ps and the Cs was presented by the co-author in the International Conference on Creating Inclusive Organizations: Spirituality Innovation and Sustainability organized by Academy of Value Based Management at **Saïd Business School, University of Oxford**, UK during 7-8 June 2019.

- 5 Paper titled “Undesirable innovations: Innovations that do more harm than the good” was presented at an international conference on “Innovation – the key to Global Competitiveness” held on 24 & 25 October 2013 at BMSCE, Bangalore.
- 6 Paper titled “The sustainable Business Models and practices to harness demographic dividend” was presented at the International conference on Sustainable business models in the emerging global economy” held on 13th & 14th November 2014 at BMSCE, Bangalore.

National Conference

- 1 A paper titled “RSPO: A multi-stakeholders Approach to sustainability” was presented at the National Conference on Trending Research held at SIT, Tumkur on 5th May, 2017.

Training/STC/FDP attended

- 1 One week AICTE Training And Learning (ATAL) Academy FDP on “Storytelling with Data: Descriptive, Predictive and Prescriptive tools.” using Excel, Python, Orange and Tableau at RAJAGIRI BUSINESS SCHOOL from 16/12/2023 to 22/12/2023.
- 2 One week Online FDP on Research data analysis using R programming and Jamovi, organised by Paari School of Business, SRM University AP from December 10-14, 2022.
- 3 One week Online FDP on Advanced Multivariate Data Analytics: Moderation and Mediation Analysis using AMOS & Process Macro conducted from 18 to 22 October 2021 at **IIM Vishakhapatnam**.
- 4 One week ATAL Academy Online Advanced FDP on "Data Analytics for Research and Publication" from 04/10/2021 to 08/10/2021 at **IIM Vishakhapatnam**.
- 5 One week ATAL Academy Online Elementary FDP on "The Master Class- Artificial Intelligence and Deep Learning for Management Faculties" from 2021-05-31 to 2021-06-04 at Bharati Vidyapeeth's Institute of Management and Entrepreneurship Development, Pune.
- 6 One week ATAL Academy Online Elementary FDP on "Structural equation modelling" from 2021-05-17 to 2021-05-21 at Manipal Institute of Management, Manipal.
- 7 Two-weeks FDP on “Python Programming – A Practical Approach” during 23rd April 2021 to 5th May 2021 conducted by E & ICT Academy, **IIT Kanpur**.
- 8 Two-weeks FDP titled “Data Science for All” jointly organised by E & ICT Academies of various NITs and IITs including **IIT Roorkee** during 12th – 23rd April 2021.
- 9 One-week AICTE sponsored QIP Short Term Course (online) on "Data Analytics” conducted by the Department of Industrial and Management Engineering, **IIT Kanpur** from 1-6 March 2021.
- 10 One-week ATAL Academy Online FDP on "Social Enterprise Management" from 2021-1-19 to 2021-1-23 at Vivekanand Education Society's Institute of Management Studies and Research, Mumbai.
- 11 One-week TEQIP sponsored Online FDP on Sustainability Ambassador Program from January 4, 2021 to Jan 8, 2021 Department of Management Studies at **MNIT Jaipur**.
- 12 One-week online FDP on “Structural Equation Modelling” held from 28th November 2020 to 3rd December 2020 organised by School of Business Studies, Sharda University in association with **Prof. Vishal Gupta of IIM Ahmedabad**.
- 13 One-week AICTE sponsored QIP Short Term Course on "Quantitative Analysis of qualitative variables using large database” conducted by the Department of Humanities and Social Sciences, **IIT Roorkee** from 3rd -7th June 2019.

- 14 One-week GIAN course on “Corporate Finance” from 5th -10th February 2018, organised by Department of management Studies, BMS College of Engineering Bangalore
- 15 One-week GIAN course on “Social Research Methods” from 9th -14th October 2017, organised by Department of management Studies, BMS College of Engineering, Bangalore.
- 16 One-week FDP on “Production and operations management” from 13th to 18th 2017 organised by Department of management Studies, BMS College of Engineering, Bangalore
- 17 One-week Faculty Development Programme on Multivariate Data Analysis organized by **IIM Kozhikode** from 26th to 30th September, 2016.
- 18 One-week workshop on Research Methodology-II sponsored by TEQIP during 25th to 30th January, 2016 held at Siddaganga Institute of Technology, Tumkur.
- 19 One-week workshop on Research Methodology-I sponsored by TEQIP during 25th to 30th May, 2015 held at Siddaganga Institute of Technology, Tumkur.
- 20 Two-weeks FDP in Entrepreneurship Development sponsored by the Department of Science & Technology, Govt of India conducted by National Institute for Micro, Small and Medium enterprises, Hyderabad held at BMSCE, Bangalore from 19 March 2012 to 30 March 2012.
- 21 One-week workshop on “Modern Teaching Methods” by National Institute of Technical Teachers Training & Research, Chennai at BMS College of Engineering, Bangalore (20th July 2009 to 24th July 2009).

MOOC Courses

- 1 Completed “**AI for Everyone**” an online non-credit course authorized by DeepLearning.AI and offered through Coursera on 6th April 2021.
- 2 Completed “**Artificial Intelligence in Marketing**” an online non-credit course authorized by University of Virginia and offered through Coursera on 2nd May 2021.

MDP/Workshop Organized

- 1 Organized & coordinated one day MDP on “Employee Engagement for Business Excellence” in association with National Institute of Personnel Management, Karnataka Chapter on 15 march 2014.
- 2 One-day workshop for MBA students on Business, Government & Society on 9th of April 2014.
- 3 Organized Guest Lecture series on Business law for MBA students on 8th, 9th and 10th May 2014.
- 4 Organized one day Workshop for students on capacity planning (Operation Management).

Other Interests

- 1 Participated in **bungee jumping**, giant swing and flying fox at Jumpin Heights'- India's extreme adventure zone, Rishikesh.
- 2 Participated in **National Himalayan Trekking Expedition** organised by Youth Hostel Association of India to Sar Pass, Kullu –Manali, Himachal Pradesh.
- 3 Participated in **National Himalayan Winter Trekking Expedition** organised by Youth Hostel Association of India to Dalhousie, Himachal Pradesh.