

**Profile:**

MBA - Marketing
B.Sc. (Nursing)
Ph.D. - Pursuing

Industry Experience: 1.8 Years
Teaching Experience: 1.2 years
Research Experience: 3.5 years

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Email: Sumalatha1497@gmail.com

CAREER OBJECTIVE

An astute result driven individual and academician at the past. To pursue a successful career in teaching/ marketer profession in challenging and competitive environment. And to seek a professional Marketing & Analytics position that can utilize my broad skill, knowledge, experience and work for the growth of the organization.

Forté:

Team Work, Optimistic & Assertive,
Strategic Planner.

Proficiency:

- Statistical Package for Social Science(SPSS).
- Microsoft Office

SUMALATHA B.Sc., MBA(Marketing)

Ms. Sumalatha is currently working Assistant Professor at the Dept. of Management Studies and Research Centre, B.M.S. College of Engineering, Bangalore, with 1.3 years of Teaching Experience, 3.5 years of Research Experience and 1.8 years of Industry experience. Previously served as a Senior Manager (Marketing & Sales Specialist) at M/s Woodland (Aeroclub) Pvt. Ltd. and as an Assistant Lecturer at St. Joseph's College of Nursing.

Recognized for strong work ethics, dedication, and a results-oriented approach, committed to contributing to institutional growth while effectively applying her academic and professional expertise. Strong problem-solving skills with a proven track record of delivering reliable solutions in fast-paced, deadline-driven environments.

INDUSTRY EXPERIENCE**1.8 years**

Senior Manager at M/s Aeroclub Woodlands Pvt. Ltd, Bangalore.
(Dec 2023-till date).

1. **Team Leadership and Development:** Staff Management, Performance management, Motivation and Morale.
2. **Sales and Financial Management:** Sales targets, Reporting, Budgeting and cost control.
3. **Customer Experience:** Customer Service Excellence, CRM.
4. **Inventory and Stock Management:** Stock control, Ordering and Merchandising.
5. **Operational Efficiency:** Store operations, Health and safety compliance, Security.
6. **Marketing and Promotions:** Promotions, Campaigns and Brand consistency.
7. **Strategic Planning:** Sales strategy and Market trends.
8. **Collaboration and Reporting:** Collaboration with upper management and other departments.
9. **Technology Integration:** Utilize retail technology, Innovate and adapt (e-commerce integration and in-store digital tools).
10. **Compliance and Legal duties:** Adherence to policies and laws (retail laws, labor laws, customer protection laws).

ACADEMIC EXPERIENCE**1.2 years**

Assistant Lecturer at St. Joseph's College of Nursing, Mysore.
(Dec 2020-Feb 2022).

RESEARCH EXPERIENCE**3.5 Years**

1. Conducted research study on partial fulfillment of B.Sc. nursing, "A descriptive study to assess the knowledge and attitude of college students towards HIV/AIDS in selected colleges, Mysuru."
2. "A study to assess the knowledge of family planning among eligible couples of Mosanabayanahalli"
3. "An observational report on Nursing care of Surgery patients at selected Hospitals, Mysuru", published in Journal of Medical-Surgical Nursing Practice and Research, Volume 4, issue 1, 2022.

EDUCATION:

Qualification	Institute & University	Year of Passing	Percentage/Result
Ph.D.	Institute of Management Studies, Davangere University, Davangere	Pursuing	-
MBA (Marketing)	JSS – Centre for Management Studies, Mysore	2023	8.3 CGPA
B.Sc. (Nursing)	JSS College of Nursing, Mysore	2019	74%
PUC	JSS Women's College, Mysore	2014	74.5%
SSLC	JSS High School	2012	93%

ACHEIVEMENTS & RECOGNITIONS:

- ❖ **As an Assistant Lecturer @ St. Joseph's College of Nursing:**
 - Class coordinator for final year B.Sc. Nursing students.
 - Faculty Program Coordinator and SNA coordinator.
 - Resident faculty at the students' hostel and maintained health records and attendance.
 - Organized lamp lightning and oath-taking ceremony, COVID vaccination drive and many other significant days celebrated nationally and internationally.
- ❖ **Internship** of 45 days at Scientia Eduventures, Mysuru and presently continuing the marketing trainee role since 01/03/2023.
- ❖ **Sales Pitch Event Coordinator** during the college fest-MANNOVEX-2023
- ❖ **Resource Person** for Four Days of Value-Added Certification Programme on Sustainable Retailing for MBA – Retail Marketing students at JSS – Centre for Management Studies, Mysuru from 11th August, 2025 to 14th August, 2025.
- ❖ **Resource Person** for 3 days Orientation Program-PARICHAYA-2K25, Institute of Management Studies, Davangere University, Davangere on Dec 4th 2025.

Text Books Published:

Date	Manuscript Title	Publisher
June, 2025	E - Text Book Logistics & Supply Chain 360: Agile, Global, Digital. (ISBN: 978-93-49224-28-5)	Archers & Elevators Publishing House, Bangalore
May, 2025	Text Book Strategic International Marketing: A Managerial Approach for Global Markets. (ISBN: 978-81-987980-1-5)	Transtellar Publications, Chennai

Research Articles Published:

Date	Manuscript Title	Journal
November, 2025	AI-Driven Work Environments for Sustainable Retention of Indian Employees: A Critical Review on the Role of Psychological Contracts and Job Satisfaction Policies	OIDA International Journal of Sustainable

	(Vol 18, Issue 12, Chapter 1, ISSN 1923-6662)	Development (Scopus Indexed)
21st August, 2025	Consumers Delighted Perception on Electric Vehicles in India: An Empirical Study on their Purchase Intentions. DOI: 10.55041/IJSREM.EVIS004 (ISSN: 2582-3930)	International Journal of Scientific Research in Engineering and Management
21st August, 2025	An Empirical Study on KPI's for EV Car Business in Indian Market: Its Sustainable Challenges and Opportunities. DOI: 10.55041/IJSREM.EVIS017 (ISSN: 2582-3930)	International Journal of Scientific Research in Engineering and Management
Accepted for Publication	AI-Driven E-Commerce in the Era of 5G and Edge Computing: Opportunities and Challenges. (ISSN: 2367-3389; 2367-3370) International Conference on Artificial Intelligence and Networking (ICAIn-2025)	Lecture Notes in Networks and Systems" Springer (Scopus Indexed)
Accepted for presentation	Integrating Machine Learning and Logistics Analytics to Evaluate Employee Psychological Contract Fulfillment and Predict Workforce Retention. IEEE - Conference	ICONSTEM – 2025 (Scopus Indexed)
22 nd Feb, 2025	Using Machine Learning to Analyse Employee Psychological Contract Fulfillment: A Data-Driven Approach to Predict Job Satisfaction. IEEE - (ISBN: 979-833151857-8) DOI: 10.1109/CE2CT64011.2025.10939718, Pg. No: 767-772.	Bhimtal, Nainital. India
Nov-Dec 2024	Bridging Brains and Bots: The Influence of Intelligent Systems on Consumer Insights. (e-ISSN: 2582-2160). Volume 6, Issue 6 DOI: 10.36948/ijfmr.2024.v06i06.33036	International Journal for Multidisciplinary Research
October 2024	"An Investigation into the Conceptualisation of Agricultural Marketing: A Driving Force Behind Rural Marketing in India". https://ijirt.org/Article?manuscript=168349 (ISSN: 2349-6002). Volume 11, Issue 5, Pg. No: 556-563	International Journal of Innovative Research in Technology
January, 2023	"Changing consumer behavior paradigms in the digital marketing era: The role of the rising male shopper" (ISSN: 2349-6738). Volume-10, Issue-1, Pg. No: 94-98. http://ijmsrr.com/admin/archive.php?m=012023	International Journal of Management and Social Science Research Review
June, 2022	"An observational report on Nursing care of Surgery patients at selected Hospitals, Mysuru" https://matjournals.co.in/index.php/JMSNPR/article/view/208 (e-ISSN: 2582-1512). Volume 4, Issue 1)	Journal of Medical-Surgical Nursing Practice and Research

CONFERENCES & SEMINARS Attended:

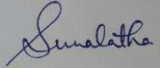
Sl. No	Date	Conference Title	National/International
1.	25 th & 26 th Oct, 2024	'Integrating Social Work, Science, Engineering and Management 2024'.	International Conference
2.	2018	"Safer, Faster, Better Interpretation of Diagnostic Test".	National Seminar
3.	2018	"Design your Research"	National Conference

4.	2017	“Framework for 21 st century nursing educators”.	National Conference
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PERSONAL INFORMATION

NAME:	Ms. SUMALATHA
DATE OF BIRTH:	14.02.1997
MARITAL STATUS:	Unmarried
LANGUAGES KNOWN:	English, Kannada, Hindi.
PERMANENT ADDRESS:	D/o Manjunatha, New Badavane, Gundlupet Taluk, Terakanambi, Chamarajnagar - 571123
REFERENCE:	Dr. J K Raju Senior Professor, Institute of Management Studies, Davangere University, Davangere Ph. No: 9448233388 Mr. Nakul CJ Regional Sales Manager, Woodland (Aeroclub) Pvt. Ltd. #3, 9 th B Main, Chairman Layout, Banaswadi Main Road, Bangalore-56004 Ph. No: 9986648090 Dr. Rakesh D Associate Professor, JSS – Centre for Management & Studies, JSS Science & Technology University, Mysuru Ph. No: 9036694040

I hereby declare that the above information is true to my Knowledge.



Ms. SUMALATHA