

## Faculty Profile



1. Name: Basavaraj Sulibhavi Designation: Assistant Professor
2. Department: MBA
3. Academic Background:

Education	College/University	Department/Specialization
<b>Ph.D.</b>	Visvesvaraya Technological University, Belagavi	Completed 2021
<b>Masters Degree</b>	MBA	Marketing and Human Resource
<b>Bachelor Degree</b>	BBA	Marketing

4. Contact number and e mail : 9731100719, [basavarajsulibhavi@jainbgm.in](mailto:basavarajsulibhavi@jainbgm.in)
5. Date of joining at JCE : 01/08/2018
6. Total Experience (in years): 15 Years

Research	Academic	Industry
5 Years	14 Years	1 Year

7. Publications

	International	National
<b>Conference</b>	NA	01
<b>Journal</b>	04	03
<b>Books/ book chapter</b>	NA	NA

8. Areas of interest: Marketing Management, Research Methodology, Brand Management, Strategic Management, Human Resource and General Management.
9. Special achievements: NA
10. Professional body memberships: Chairman, Teacher's Mitraa Trust, Dharwad.
11. Any additional Information: FDP: 08  
Workshop: 02  
Online Courses: 04
12. Google Scholar profile: <https://scholar.google.com/citations?user=bscrliIAAAAJ&hl=en>