



NAME: Dr Vinish P

ASSOCIATE PROFESSOR

QUALIFICATION: B.Sc., MBA, PhD

SPECIALIZATION: MBA (Marketing)

ACADEMIC EXPERIENCE: 16 years 2 months

Dr. Vinish P is an accomplished Associate Professor in the MBA Department at Dayananda Sagar College of Arts, Science, and Commerce, an esteemed institution affiliated with Bangalore University. Having accumulated a wealth of experience in the field of education for over 16 years, Dr Vinish has made remarkable strides in the advancement and implementation of the management curriculum, profoundly influencing the educational journeys of numerous students.

Driven by a deep passion for education, Dr. Vinish is committed to enhancing program outcomes by fostering active engagement and facilitating the achievement of learning objectives. He understands the importance of creating an inclusive and supportive learning environment that encourages students to explore their potential and excel in their academic pursuits. With a systematic approach and meticulous attention to detail, he ensures that all aspects of his teaching responsibilities are handled efficiently.

He teaches Business Analytics, Production and Operations Management and Management Research Methods.

SUBJECTS TAUGHT: Business Analytics, Management Research Methods, Production and Operations Management

QUALIFICATION/s

- PhD in Management from Visvesvaraya Technological University, Belagavi on the topic "Waiting line issues in Organised retail outlets in Bengaluru, Karnataka".
- MBA in Marketing from Visvesvaraya Technological University, Bengaluru
- Bachelor's degree in computer science from Mangalore University, Mangaluru

ACHIEVEMENTS AND AWARDS

- Qualified the Karnataka State Eligibility Test (KSET) in Management for Assistant Professorship conducted by the University of Mysore, Mysuru, Karnataka in Jan 2021
- Obtained LinkedIn skill badge for Microsoft Word, PowerPoint, and Excel
- Completed Tableau Essential Training Certificate offered by LinkedIn Learning
- Completed Digital Marketing Foundations course offered by LinkedIn Learning

AREA OF INTERESTS: Modern retail, Marketing analytics

PUBLISHED RESEARCH ARTICLES

SL.NO.	TITLE OF THE ARTICLE	NAME OF THE JOURNAL	VOL (ISSUE)	YEAR	ISSN/ISBN/DOI	PAGE NO.
1	Coping emotional discomfort at retail checkout: Potential distractions and implications	Innovative Marketing	18(3)	2022	doi: 10.21511/im.18(3).2022.14	159-169
2	Consequences of Retail Checkout Crowding on Perceived Emotional Discomfort and Switching Intentions	International Journal of Innovative Research and Scientific Studies	5(2)	2022	doi: 10.53894/ijirss.v5i2.443	134-144
3	Framework for identification of curriculum gaps: A systematic approach	<i>Journal of Engineering Education Transformations</i>	35(Special issue)	2022		61-68
4	Perceived idle wait and associated emotional discomfort: An analysis of retail waiting experience.	Innovative Marketing	18(1)	2022	doi: 10.21511/im.18(1).2022.01	1-11
5	Impulse buying behaviour at the retail checkout: An investigation of select antecedents	Business: Theory and Practice	22(1)	2021	doi: 10.3846/btp.2021.12711	69-79
6	Antecedents of behavioural intention to use online food delivery services: an empirical investigation	Innovative Marketing	17(1)	2021	doi: 10.21511/im.17(1).2021.01	1-15
7	Impulse buying behaviour among female shoppers: Exploring the effects of selected store environment elements	Innovative Marketing	16(2)	2020	doi: 10.21511/im.16(2).2020.05	54-70
8	Shopping with Companions : Implications on In-	Anveshana: search for Knowledge	11(2)	2021		2-17

	Store Checkout Experiences					
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Participation and Presentation of Research Papers

- A paper titled "Towards a Meaningful Framework for Identification of Curriculum Gaps" has been presented at the 9th International Conference on Transformations in Engineering Education-2022 (ICTIEE-2022) organised by Indo Universal Collaboration for Engineering Education (IUCEE) on 7th January 2022.
- A paper titled "Innovative themes shaping organised retail- An Indian perspective" has been presented at the National Conference on Neoteric Advances and Predicaments in Business Environment (Suprayoga-2017) on 23rd March 2017.
- A paper titled "Role of social media in developing the choice criteria and decision making" has been presented at the National Conference on Convergence of Science, Technology, and Management NCCSTM-2016, Dayananda Sagar Academy of Technology & Management, Bengaluru, on 5th May 2016.
- A paper titled "Nurturing Green Retailing: An insight into Indian Market Trends" has been presented at the "National conference on Green Computing Technologies (NCGCT- 2015)", Dayananda Sagar Academy of Technology & Management, Bengaluru, on 7th May 2015.
- A paper titled "Transforming Distribution-the key to e-tail success in India" has been presented and published at the "International conference on Research in Business Management and Information Technology (ICRBIT-2015)", RNSIT, Bengaluru on 30th April 2015, Page:238-240(ISBN:978-81-930411-5-4)
- A paper titled 'A study on ethics and challenges of sustainability and growth in organized retail in India' has been presented at the National Conference on Ethics, Corporate Governance and CSR-the changing landscape' held at M.S. Ramaiah college of Arts, Science and Commerce, Bangalore on March 22, 2014.

Participation of FDP/MDP/Workshop/Orientation Programme

He has participated in 15 FDPs, 5 workshops, and 2 MDPs related to ICT tools, research, and higher education.

Invited Lectures

- Delivered a talk on career advancement for Degree students at Government First Grade College, Haleyangadi, Mangaluru on 14th March 2018.