



Dr. Gangadhar G. Hugar

B.Com, MBA, M.Com., PGDMM, M.Phil, PhD

Skill Sets

- **Courses Taught:** Product Management, Brand Management, Consumer Behavior, Sales & Distribution Management, and Customer Relationship Management.
- **Personal Traits and Strengths:** Excellent verbal and written communication skills, Events Organizer, Team facilitator, Willingness to learn.

Objective

To strive to conduct better teaching, training, research, publications, organize conferences in an academic settings. Also to take up challenging professional assignments which are intellectual, demanding and pertinent; wherein I can use my skills and abilities to achieve organizational and personal goals.

Academic Qualifications

- Awarded PhD in Management, Thesis entitled on ‘Customer Behavior Analysis with Regard to Select Fast Moving Consumer Goods – Empirical Study from Mumbai City’, on 2nd May 2018, at Dravidian University, Kuppam, Andhra Pradesh.
- M.Phil., Degree in Management, from Alagappa University, Karaikudi, Tamil Nadu in 2005.
- M.com. Degree Specialized in Personnel Management and Industrial Relations from Karnataka State Open University, Mysore in 2002.
- PG Diploma Specialized in Marketing Management from Karnataka State Open University, Mysore in 2002.
- MBA Degree Specialized in Finance from Newport University, California, USA in 1998 with B+ GRADE.

- B.Com. from Kuvempu University from A.R.G. College of Arts and Commerce, Davanagere in May 1994.

Professional Experience

Organization: Swayam Siddhi College of Management & Research, Bhivandi, Mumbai.

**Designation : Asst. Professor (Marketing Management)
Head – Controller of Examinations
In – Charge Joint Director**

Duration: December 10, 2014 to till date.

Nature of Work:

- As a Head Examination Department - Coordination with Faculty Members for Setting of Question Paper, Getting Answer Sheets Evaluated, Uploading the Marks on University Website.
- Co-ordination with Visiting Faculties Subjects & Sessions.
- Teaching marketing courses with specialization of Sales & Distribution Management, Consumer Behavior, Product & Brand Management.
- Guiding students for their ‘Summer Internship Program’.
- Participating in ‘Students Admission Process’ such as getting an appointment for Marketing Seminar at Undergraduate Colleges & Delivering Guest Lecture.

Organization: IBS Business School, Powai, Mumbai.

Designation : Faculty Member (Marketing Management)

Duration: August 25, 2008 to October 31, 2014.

Nature of Work:

- Teaching marketing courses with specialization of Product Management, Brand Management, Consumer Behavior and Sales & Distribution Management.
- Guiding students for their ‘Summer Internship Program.’
- Participated as Member of Syllabus Review Committee for Sales & distribution Management subject at Bangalore.

- Participating in ‘Students Admission Process’ such as conducting Personal Interviews and Group Discussions.
- Preparation of question papers for various marketing courses and their evaluation.
- Organizing Marketing Management Conference as a Team Member.
- Acted as a Member of Syllabus Review Committee for Consumer Behavior and Sales & Distribution Management.

Organization: V. S. M.’S BBA & BCA College, Nippani.

Designation: Principal

Duration: July 1, 2006 to July 31, 2008

Nature of Work:

- Administration work as per the Karnataka University Rules and Regulations, Dharwad.
- Responsible for coordinating workshops, seminars, presentations, along with the faculty members.
- Overall development of the institution and foster campus interviews for students.

Organization: ICFAI National College, Tumkur.

Designation: Faculty Member (Marketing & Operations)

Duration: (April 1, 2005 to June 30, 2006)

Nature of Work:

- Taught Marketing & Operations Management for PGDBA and MBA students
- Facilitated through activities such as Group Discussion, Case Analysis, Live Projects, Operation Workouts, Debates and Quiz etc.
- Coordinated Summer Internship Program (Guiding students in completion of their project reports & assigning targets for OJT) & MIS related to all SIP activities.
- Acted as an external observer and in-charge at various INC centers in Karnataka and conducted smooth and timely examinations

- Conducted special assignment such as Personality Development & Student Empowerment Workshops at various degree colleges in and around Tumkur.

Organization: Vidyodaya Institute of Management Studies, Tumkur.

Designation: Faculty Member

Duration: October 1, 1998 to March 31, 2005

Nature of Work:

- Taught to Bachelor of Business Management students
- In-charge of industrial visits.
- In-charge of sports activities.
- Guide for projects.
- Organizer of ‘Long Educational & Industrial Tour.’
- In charge of Students’ Association.
- Editor for College Magazine ‘MAN VISION-2003.’

Organization: H. M. S. Institute of Technology & P. G. Centre, Tumkur.

Designation: Visiting Faculty

Duration: May 1, 2001 to July 31, 2001

Nature of Work: Visiting Faculty

- Taught Human Resource Management for MCA students

Publications and Papers Presentations

- Research Paper on “Customer Behavior Analysis with Regard to Fast Moving Consumer Goods with Special reference to Branded Shampoo Products” forwarded to INSPIRA – Journal of Modern Management & Entrepreneurship ISSN:2231-167X, {Print}, {IMPACT FACTOR:2.0778] has been accepted and published on 10th February 2017.

- Research Paper on “Customer Behavior Analysis with Regard to Fast Moving Consumer Goods with Special reference to Branded Tea Powder Products” forwarded to International Journal of Advanced Research {IJAR} ISSN:2320 - 5407 A Cross Referred Indexed Journal, Accepted & Published in Volume – 3, Issue – 1, 2017.
- Research Paper on “Customer Behavior Analysis with Regard to Fast Moving Consumer Goods with Special reference to Branded Detergents Products” forwarded to Presidency Journal of Management Thought & Research, Presidency College, Bangalore, and Review Process is going on.
- Presented an International Level Seminar Paper as a Co-author on ‘Knowledge Management in Academic Libraries’ jointly organized by INFLIBNET and Punjab University at Chandigarh, from 8th to 10th of February 2007.
- Presented a National Level Seminar Paper on ‘Emerging Trends in Business Education’ organized by Vidya Vardhak Sangha’s Veerashiva College, Bellary, on 2nd and 3rd of March 2007.
- Presented a National Level Seminar Paper on ‘Emerging Trends in Tourism in Changing Scenario’ organized by Bapuji Gramin Vikas Shikshana Samithi, Sadashivgad, Karwar, on 16th and 17th of March 2007.
- Presented a National Level Seminar Paper on ‘Mining Industry and its Impact’ organized by Vidya Vardhak Sangha’s Vijayanagar College, at Hospet, on 29th and 30th of March 2007.
- A National Level Seminar Paper on ‘Land Reforms & Agrarian Relations’, accepted & organized by Department of Economics, Andhra University, Visakhapatnam, presented in absentia on 6th and 7th of October 2008.
- Presented International Level Seminar Paper on ‘A Role of Corporate Social Responsibility in Developing Economies’ organized by PESIT, Bangalore, on 2nd & 3rd of January 2009.
- A National Level Seminar Paper on ‘Strategies to Achieve Double Digit Growth’ accepted & organized by ICFAI National College, Mysore, presented in absentia on 24th of January 2009.

- Presented a National Level Seminar Paper on ‘Women Empowerment – Perspectives & Approaches’ organized by SSIMS, Tumkur, on 13th March 2010.

Conferences, Seminars and Training Programs attended

- Attended a Two Day Faculty Development Program in Marketing Management on 4th and 5th January 2006 at ICFAI National College, Regional Office, Bangalore.
- Attended a National Level Retail Conference at IBS Mumbai on 6th & 7th November 2008.
- Attended Doctoral Conclave at IBS Mumbai on 15th November 2008.
- Participated in Fourth National Case Writing Workshop (FDP) at Nirma University, from 18th to 20th December 2008.
- Attended a Guest Lecture on ‘Branding’ by Mr. Jagdeep Kapoor, Samsika Marketing Consultant Pvt., Ltd., at IBS Mumbai on 17th January 2009.
- Attended Two Day Hands on ‘Learning Outcomes – Need and Practice’ workshop at ICFAI University, Hyderabad on 28th and 29th January 2009.
- Attended a Guest Lecture on ‘Technology & Research in International Business’, by Dr. Farook J. Contractor, Rutgers University, at IBS Mumbai on 10th February 2009.
- Attended BMA Marketing 20 - 20 at Wellingkar Education School, Mumbai on 6th March 2009.
- Attended a Guest Lecture on ‘General Economic Scenario at Global Level’ by Prashanth Sawanth, KNG Securities, LLP, UK on 9th September 2009.
- Participated in Course Curriculum Review Workshop from 23rd to 25th March 2011 at IBS Bangalore.

Personal Information

DOB: July 17, 1972

Marital Status: Married

Nationality: Indian

Passport No.: G-6890160

Languages Known: English, Hindi, Kannada.

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Contact Details

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