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GM UNIVERSITY

P. B. Road, Davanagere – 577 006 KARNATAKA | INDIA

GMBSU - Faculty



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Google Scholar:

https://scholar.google.com/citations?hl=en&view_op=list_works&gmla=AH8HC4ydPHvr5ive8ooQ_60Bu-Fho4ULV8bU41hLLXA-JhIBC80MZUSo4xfYCn61t7AMovl8uYWpqh7-XRuiuZ-Fla2d&user=vnjW7IYAAAAJ

Prof. Dr. Dammalapati Ravinath

Professor & Dean

School

G M School of Business (GMBS)

Faculty Introduction

Dr. Dammalapati Ravinath is a distinguished academician and administrator with over three decades of rich experience in management education, research, and institutional leadership. Currently, he is the Dean of GM School of Business, GM University, Davangere, Karnataka. He holds a Ph.D. in Business Administration from the University of Pune. He is an alumnus of Ness Wadia Association, IIM (A) and IIM (J).

He started his career with Sterlite Industries (I), Pvt. Ltd., and served esteemed institutions like GITAM University, Jaipuria Institute of Management, and Vignana Jyothi Institute of Management. He has held key leadership positions, including Dean, In-Charge Director, Board Member, and Chairperson of various academic and administrative committees. His expertise spans Marketing Management, Strategic Management, and Rural Marketing. A pioneer in curriculum development, he designed and launched the first Rural Marketing course at GSIB, which was also offered at Beijing Normal University, Beijing, China.

An accomplished researcher, Dr. Ravinath has guided Ph.D. scholars, published a book on Floriculture, and has numerous publications to his credit. He actively engages with the industry through consultancy and training programs and serves as a member on various boards. He is a life member of The Rose Society of Poona, Pune, The Indian Rose Federation, Mumbai and the Rural Marketing Association of India (RMAI).

Qualifications

Ph.D. (Business Administration)

Pune University, Pune, 2002.

M. Com. (Advanced Accounting & Advanced Costing)

Pune University, Pune, 1995.

B. Com. (Marketing, Salesmanship & Publicity, Cost & Works Accounting)

Pune University, Pune, 1993.



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Experience

Teaching

- 30 Years in Teaching @
- Dean & Professor, Former I/c Director at Vignana Jyothi Institute of Management, Hyderabad.
- Professor, Jaipuria Institute of Management, Indore.
- Professor, GITAM School of International Business, GITAM University, Visakhapatnam

Industry

- 2 Years
- Commercial Trainee, Sterlite Industries (I) Ltd., Silvassa.
- Marketing Executive, Sterling Holiday Resorts (I) Ltd., Pune

Research

- “Establishment of Clonal Propagation Centre for production of Casuarinas, Eucalyptus Clones” at Central Prison, Visakhapatnam at a cost Rs. 65 lakhs, Department of Science and Technology along with Dr. K. Venkateswar Rao who is the Principal Investigator, in which I trained them and helped them to market their products in rural areas, 2017.
- Participated in a Research study and published a paper on “Floriculture as a viable business” a Pune study along with Dr (Ms.) Devdhar in “Floriculture Today” (November 2004).
- Consultancy for MSTC, Visakhapatnam jointly with CMS, GITAM (Dealing with Marketing Dimensions for this public sector undertaking). Rs. 5 lakhs in 2004.

Training Program Attended

- Faculty Development Programme in Management (FDPM), Indian Institute of Management, Ahmadabad – IIM (A), October, 2006 to February, 2007. Actively participated in many programmes organized by them.
- IBM Training & Certificate Programme, Foundation Course in Big Data using IBM Info-sphere Big Insight and Enablement, Fundamentals of Enterprise Planning and Budgeting using COGNOS TM1, 8th – 14th June, 2015.
- STTAR Future Learning Systems, Saamarthya Teachers Training Academy of Research (STTAR), Ghaziabad from 23rd – 27th May 2022.
- Executive Programme in Digital Marketing, Indian Institute of Management (IIM), Jammu, Dec 2023 to May 2024. Awarded a certificate of merit in this batch.
- ChatGPT in Teaching, TVS, Chennai, 5-6 August, 2023.



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- AI for Educators, Institute of Public Enterprises (IPE), Hyderabad, 20-24 May 2024.
- Universal Human Values -II, AICTE sponsored and organized by Universal Human Values Cell, Vasavi Engineering College, Andhra Pradesh, 17-24 July 2024.
- Integrating Interdisciplinary Research for Innovation and Sustainable Development, Karunya School of Management, Coimbatore, 19-23.08.2024.
- GenAI in Education: Design, Implement, & Research, BITS Pilani, Rajasthan, 05-05.2025 to 15.05.2025.
- Faculty Development Programme sponsored by AICTE and organized by School of Management Studies, Chaitanya Bharathi Institute of Technology, Hyderabad

Research Interest

- Marketing, Rural Marketing & Floriculture

Awards & Achievements

Awarded a certificate of merit for Executive Programme in Digital Marketing, Indian Institute of Management (IIM), Jammu.

- Ph.D. Dissertation: 3
- M. Phil.: 1
- Book Published: 1
- Book Review: 1
- National Conference Papers: 14
- International Conference Papers: 5
- National Journal Papers: 8
- International Journal Papers: 7
- Patent: 1

Professional & Life Membership

- Executive Council Member & Life Member – Rural Marketing Association of India.
- Alumni IIM, Ahmadabad.
- Alumni IIM, Jammu.
- Alumni Ex-Ness Wadia Association, Pune.
- The Rose Society of Poona, Pune.
- The Indian Rose Federation, Mumbai.
- The Ramakrishna Mission, Tanuku.

Awards & Recognitions

- Best Student - Awarded a certificate of merit for Executive Programme in Digital Marketing, Indian Institute of Management (IIM), Jammu.



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Administrative Responsibilities

- I/c Director
- Chairperson – Post Graduate Programmes
- Chairperson – Industry visits and International Tours
- Chairperson – Student Activities & Welfare
- Warden – Santhi Sadan Hostel & Guest House
- Co-ordinator of Examinations
- Chairperson – Alumni Relations
- Convenor – National Board of Accreditation
- Member – Board of Studies
- Member – Doctoral Committee
- Member – PGP Committee
- Member – Admissions Committee
- Member – AACSB, NBA Committee
- Member – Placement Committee
- Member – Anti-Ragging Committee

Workshops / FDPs / Seminars Attended

- Moderator for E-commerce, ONDC & Tech for Rural of Unlocking Rural Potential through Technology & Digital Innovation at the Digital Dot Rural Conference 2025 organised by Rural Marketing Association of India (RMAI), New Delhi on 27.6.2025.
- Attended Certified Behavior & Mentoring Analyst Agile Series, organized by Talent Metrix, 25-26.04.2025.
- Moderator for 7th International Conference on Navigating the Future Business Practices in Sustainable Marketing, on the topic of Consumer Trends and the Demand for Sustainability, dated 21-22 March 2025.
- Speaker for “Integrating AI in Higher Education: Empowering Tomorrow's Workforce”, organized by Ed Next Hyderabad Economics Times on 8.8.2024 with 130 participants.
- Speaker for webinar organized by RMAI, New Delhi on “Vernacular, Video and Vyaapar Driving the Internet Revolution in Rural India”, 16.4.2022 from 4.00 pm to 5.00 pm with Mr. Mr. Puneet Avasthi, Senior Executive Director, Kantar as a moderator and Mr. Prabhakar Tiwari, Chief Growth Officer, Angel One (formerly Angel Broking Ltd.), Mr. Mandeep Singh, Vice President - Sales & Strategy, Soothe Healthcare and Dr. K S Bhatia, Founder & CEO, Pumpkart.com and Figital.com as speakers.
- Chaired a Panel Discussion for An International Conference on Impact of Current Events on the



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Future of Business Building Resilient Organizations organized by VJIM, Hyderabad on 8.3.2022, 3.30 pm to 5.30 pm on the topic: “Organizational Resilience: Sectoral Experiences”, list of Speakers: Dr. Kandappan Balasubramanian, Associate Professor - School of Hospitality, Tourism and Events, Taylor's University. Malaysia, Mr. Sreekanth Chundi, President & Business Head, Shriram Bioseed Genetics (A Division of DCM Shriram Ltd), Hyderabad, Dr. Santosh K. Patra, Associate Professor & Head, Dept. of Media & Entertainment Mgmt. MICA, Ahmedabad, India and Mr. Raghuram Maganty, Business Solutions Manager, ANZ Banking Group, Singapore.

- Presented and participated a paper in an international virtual conference on “Fintech, Business Ecosystem & Economic Development”, European Business School, Paris on 25th June, 2021. “Does Women Director Education Matter: Evidence from Indian Commercial Banks”, alongwith Dr. Prof. Priti Bakhshi (S P Jain School of Global Management – India), Neeraj Gupta (N L Dalmia Institute of Management Studies and Research – India), Ravinath Dammalapati (Vignana Jyothi Institute of Management – India) and Tarun Agarwal (N L Dalmia Institute of Management Studies and Research – India).
- Faculty Development in “Rural Entrepreneurship, 19th – 25th March, 2018 at Mahatma Gandhi University, Nalogonda.
- Organized A Case Study workshop on 20th March, 2018 at Mahatma Gandhi University, Nalgonda when I participated in the FDP on Rural Entrepreneurship.
- Resource Person for “Rural Entrepreneurship, 20th March, 2018 at Mahatma Gandhi University, Nalogonda.
- Resource Person for a one day seminar and training programme on “Digital Marketing” organised by Junior Chamber International (JCI), Vizag on 22nd April, 2018.
- Participated and took active part in the AGM of RMAI on the 26th December, 2017 as a Life Member of RMAI in the key issues that RMAI.
- Took part in the Fifth Edition of East Coast Maritime Business Summit, held at Taj Gateway organized by Maritime Gateway, 9 – 10 February, 2017.
- Took part in RMAI organized “Rural Conclave” in Gurgaon from 15th – 16th December, 2016. Also chaired a technical session during the Conclave.



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- Took active part in the AGM of RMAI on the 16th December, 2016 as a Life Member of RMAI in the key issues that RMAI is encompassed in.
- Took part in a business summit on “East Coast Maritime Business Summit, 28th – 29th January, 2016 at Novotel, Visakhapatnam along with ten students from GLSCM.
- Resource Person and participated in a training programme on “Agripreneurship Development for Rural Youth” 27th September – 6th October, 2015 at BCT – KVK, Haripuram, Visakhapatnam a collaborative programme of 6 Took training programme for 30 SHG people from Araku and Paderu, the topics that were delivered, presented and trained were: a. “Motivation and Confidence Building for Agripreneurs” on 27th September, 2015 from 10 am to 1.00 pm; b. “Rural Communication Skills for Agripreneurs” from 1.30 pm to 3.00 pm and c. “Good Practices in Rural Agri-Marketing” from 3.30 pm to 5.30 pm. d. 30th September, 2015 “How Social Media is useful for Agripreneurs”
- Participated in an “IBM Training and Certificate Programme” sponsored by GSIB, in which the following were offered, Foundation Course in Big Data using IBM Info-sphere Big Insight and Enablement, Fundamentals of Enterprise Planning and Budgeting using COGNOS TM1, 8th – 14th June, 2015.
- Participated in a “One Day User Awareness Programme on Shodhganga and Anti-Plagiarism Software iThenticate / Turnitin” at KRC, GITAM University, Visakhapatnam on 23.03.2015.
- Participated, presented a paper and Chaired a technical session for the International Conference organized by GH Rasoni Institute of Business Management & AIMS International – North Maharashtra Chapter, on “Bridging the Urban-Rural Divide: Through Rural Transformation” 30th & 31st January, 2015 at Jalgaon, Maharashtra.
- Organised intra University Fest – GUSAC Carnival, 2012.
- Participated, organizing member and Chairperson for the VVIP’s in 95th IEA Conference held in GITAM University, 26th – 27th December, 2012.
- Participated in National Seminar on “Maritime Developments to India’s East” jointly organized by Eastern Naval Command and National Maritime Foundation, Visakhapatnam on 8th October, 2012.



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- Presented a paper in a National Seminar on Management of Self-Help Groups (SHG's) at Department of Commerce, PG Courses and Research Centre DNR College, Bhimavaram titled "Self – Help Groups in India" on 24th Feb. 2011.
- Presented a paper in a UGC sponsored National Seminar on Challenges and Strategies of Small Scale Industries at SKSD Mahila Kalasala (UG & PG), Tanuku titled "SSI in India – An Overview" on 20th – 21st December, 2010.
- Presented a paper in a National Seminar on Emerging Dimensions in Marketing at SAINTGITS Institute of Management, Kottayam titled "Portfolio Approach to Marketing Investment Allocation: A theoretical Note" along with Prof. Ganti Subrahmanyam on 19th – 20th November, 2010.
- Attended at three day workshop on Case Development organized by Xavier Institute of Management and Entrepreneurship, Bangalore, 15th to 17th June, 2007.
- Took active part and participated in Amaethon-Annual Agribusiness Summit at IIM – Ahmadabad from 19 - 21 January, 2007.
- Participated in Sixth Asia Pacific ABC Conference on Management Communication organized by IIM-Ahmadabad from 14 – 16 December, 2006.
- Seminar Director and presented a paper for a one-day National Seminar on "Floriculture Exports Challenges & Opportunities" at International Management Institute, New Delhi on 5th December, 2005 jointly with IMI & APEDA. Mr Arnold Pazer, Ambassador for South East Asian Countries for Agriculture and Mr K S Money, Chairman – APEDA was the chief guests.
- Participated in International Conference on "Marketing Paradigms for Emerging Economies" at IIM, Ahmedabad during 12-13 January 2005.
- Participated and presented a paper, "Agriculture Exports in India – Problems and Prospects" with Prof Dr M Gangadhara Rao, Director, College of Management Studies, GITAM at National Seminar on "Agriculture Promotion" organized by Utkal University, Bhubaneshwar, Orissa on 20th March 2005.
- Presented a paper in a seminar on "Role of Women in Advertising".
- Participated in the Training Programme on "Entrepreneurship Case Teaching by Indian School of Business", Hyderabad, from 14th to 16th April, 2005.



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- Participated in the Two-day National Summit on “Services Marketing” organized by AIMA at New Delhi during 9th – 10th September 2005.
- Presented a Paper titled “Floriculture Exports in India – An Overview” in a One-Day National Seminar on “Floriculture Exports – Challenges & Opportunities” jointly organized by International Management Institute (IMI), Agricultural and Processed Food Products Export Development Authority (APEDA) and GIFT at IMI, New Delhi on 5th December, 2005.
- A three week Faculty Development Programme sponsored by AICTE and organized by School of Management Studies, Chaitanya Bharathi Institute of Technology, Hyderabad from 18th December, 2000 to 8th January, 2001.
- Participated in a three week Induction Training Programme for Management Faculty, sponsored by AICTE and organized by Department of Commerce and Management Studies, Andhra University, Visakhapatnam from 26th February, 1996 to 17th March, 1996.

Workshops / FDPs / Seminars Organized

- A one-day International Seminar on “Floriculture Exports Challenges and Opportunities” at International Management Institute, New Delhi on 5th December, 2005 jointly with IMI & APEDA. Mr Arnold Pazer, Ambassador for South East Asian Countries for Agriculture and Mr K S Money, Chairman – APEDA was the chief guest. 60 members participated.
- A 3-day “ecch Case Workshop” on 11-13 February 2009, jointly with ecch, UK and GITAM, Visakhapatnam. Mr. Richard McCracken, Director – ecch and his team were part of the workshop. 25 faculties from various colleges and GITAM participated in the workshop; ecch–Director took active part in the workshop as a participant.
- A two-day Seminar on “India - China Relations: 60 Years of Cooperation in Economy & Business, Education and Culture” at Hotel Katriya Towers, Hyderabad, on 12th November, 2010. The Chinese Ambassador H.E. Mr. Zhang Yan was the Chief Guest. 180 delegates participated.
- A one-day seminar on “Indo-Sri Lanka Relations” on 26th February, 2011 at GITAM. H.E. Mr. Prasad Kariyawasam, High Commissioner for Democratic Socialist Republic of Sri Lanka in India, New Delhi. 50 delegates present.



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- NEP 2020 Implementation Issues & Challenges, Prof. NA Khan Vice Chancellor, Apex Professional University, 05.11.2024. with 40 participants.
- Co-Convenor, CHRO Conclave 2018, “Leading Through Disruption” more than 50 CHRO’s from Pan India participated which was organized on 24th November, 2018 which was sponsored by Global Workforce Forum (GWFM Forum)
- Conference on “BRICS and The World Economic Order” on 10th March, 2012 at GITAM. H.E. Dr. Nikolay A Listopadov, Counsel General for the Russian Federation, Southern Region, Chennai, Mr. Deng Xijun, Minister Counsellor & DCM, Embassy of The People’s Republic of China in India, New Delhi and Mr. Pheko Weeto, Director – South Asia Directorate, Republic of South Africa, Pretoria were the Chief Guests. 120 delegates participated.
- Chairperson for the VVIP’s in 95th IEA Conference held in GITAM University, 26th – 27th December, 2012. Was deputed personally for the Economic Adviser to the Prime Minister, Dr. C. Rangarajan and 120 VVIP’s for came for the Conference which had more than 1,500 delegates.

Orchestrated & Organized Industry-Interface & International Immersion Programm

- Lead a group of 80 students to Hyderabad, Mumbai and New Delhi for industry-interface and arranged for transportation, accommodation, food, permission from companies and sightseeing, etc. We travelled through train, bus and vans and covered nearly 3,000 kms.
- Lead a group of 150 students and 3 faculty members to Sri Lanka for Port visits, Sri Lankan Chamber of Commerce, Hambanthota Port and important places in Sri Lanka. We left Visakhapatnam by train and took a flight from Chennai. Took care of everything from the moment we left the campus until we returned back to campus. Was appreciated by the press and media at Sri Lanka.
- Lead a group of 65 students to Dubai as part of the International Port visit and Study Tour for a week. Visited Jebel Ali Port, University of Wollongong, Dubai and other local companies, a desert safari, etc.
- Rural Outbound Training at Dr. D. Rama Naidu Vignana Jyothi Institute of Rural Development: The Rural Immersion and Outbound Activity was successfully conducted for 31st Batch students (2nd Year) in two date slots. In the 1st slot, 68 students attended on 6th & 7th January 2025 which was organised by Dr. D. Ravinath, Dean & Professor.
- RSM Certification Ceremony: RSM US conducted and organized a certification course US Taxation. Mr. Carl Giardino, Principal at RSM US LLP, Ms. Sherri York, Tax Capability Leader, and many other managers from RSM US were a part of this certification program.

Webinars

A Decade of Change: Vernacular Video and Vyapaar Driving the Internet Revolution in India, RMAI, New Delhi and sponsored by Media Partners.

Contract Farming - Success Stories, for MANAGE, Hyderabad.

RAK Energy Innovation Competition, RAK, Dubai.

Kiryana@Rural, RMAI, New Delhi.