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GM UNIVERSITY

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

## GMU - Faculty & Staff Profile Templet



### Contact

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Phone-9886205356

### Websites

<https://scholar.google.com/citations?user=jbOF1vgAAAAJ&hl=en>

## Dr. Tejas B Vyas

Professor in GM School of Business  
Director-Marketing and Promotion

### Faculty

Faculty of GM School of Business

### School / Program

Faculty of GM School of Business

### Faculty Introduction

### Qualifications

#### Ph.D. (Marketing)

Bharathiar University, Coimbatore, 2019

#### M.B.A. (Marketing and HR)

Shivaji University – Maharashtra 2003

#### BBM (Marketing)

Bangalore University, Karnataka , 2000

## Experience

### Teaching

- 17 Years

### Industry

- 5 Years

### Research

- A Study on Effectiveness of Instore Promotion in Apparel Retail Store-Bangalore.

### Training Program Attended

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### Research Interest

- Retail Marketing



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### Awards & Achievements

#### Awards & Recognitions

- Won Award for the Best Faculty of the year-2023 from London School of Digital Business UK.
- Won Outstanding Teacher of the Year award from World Education leaders 7th March 2021.
- Won India Prime Quality Education Award 2021.

### Publication / Patents

**Patent applied for topic “Brand Equity Measurement Model using multivariate online data points-Intellectual Property India Patents/Designs/Trademarks Application Number-468827001 CBR Number-217189 CBR Date: 07/08/2025**

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- National Conference Papers:11
- International Conference Papers:01
- National Journal Papers:06
- International Journal Papers:13

### Professional Membership

- Nil

### Awards & Recognitions

- Won Award for the Best Faculty of the year-2023 from London School of Digital Business UK.
- Won Outstanding Teacher of the Year award from World Education leaders 7th March 2021.
- Won India Prime Quality Education Award 2021.

### Administrative Responsibilities

- Marketing and Promotions of GM School of Business

### Workshops / FDPs / Seminars Attended

- Paper Reviewer "DiGixMar 2021" International Conference on Marketing Digital Experience.
- Participated In National Seminar on the topic “Paradigm Shift in Teaching Methodology and Evaluation System” Conducted By Nagarjuna College Bangalore.- 13th March 2021. • Participated in the one day national level workshop on “E-Marketing” held on 5th March 2016- Cambridge Institute of Technology Bangalore. held on 21st and 22nd October-2016 Conducted by Primax Foundation-Tamil Nadu. •
- Participated in the one day national level workshop on “Out of Box-Thinking” conducted by CMS Business School, Jain University On April 25, 2015. •



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- Participated in the one day faculty development program on “ Reviving the Spirit of Entrepreneurship and Accelerating Start-Ups” conducted by RIMS on 5th December 2015.
- Participated in the eight days faculty development held at Cambridge Institute of Technology Bangalore from 16-24 January 2014.
- Participated in the one day marketing conclave on “ Business and Marketing Mega Trends” conducted by PES Institute of Technology Bangalore held on 21st September 2013.
- Participated in the one day workshop on NLP-For teaching and learning -“Train Your Brain” held at Cambridge Institute of Technology Bangalore held on 30th August-2013.
- Participated in the one day workshop on “ Enhancing selling skills using NLP techniques” conducted by VIMAS Bangalore held on 29th June 2013.
- Participated in the one day workshop on “ Pedagogy for Revised First Semester MBA subjects” conducted by Visvesvaraya Technological University, Belgaum in association with PES Institute of Technology Bangalore held on 13th October 2012.
- Participated in the one day workshop on “ Vibhava ‘10” conducted by Jain University Bangalore held from 12th - 14th August 2014.
- Participated in the five days workshop on “ Retail” conducted by Retailers Association of India Mumbai held from 17h -21st February 2009.

#### Workshops / FDPs / Seminars Organized

#### Projects Guided

-

#### Funded Projects / Grants Received

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#### Any Other Contributions