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GM UNIVERSITY

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

GMU - Faculty & Staff Profile Templet



Contact

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Websites

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Mr. Darshan B N

Assistant professor, MBA

Faculty

GM School of Business

School / Program

Master of Business Administration

Faculty Introduction

Marketing professional by training, specializing in brand strategy, digital marketing, and academic development. With extensive experience across both corporate and higher-education sectors, my work integrates marketing analytics, institutional branding, and business development.

I have taught and guided my students in areas such as Marketing Management, Logistics and Supply Chain Management, and Digital & Social Media Marketing, nurturing industry-ready professionals with practical insights and analytical skills.

Currently pursuing a Ph.D. in Marketing, my research focuses on evaluating the marketing and business activities of micro food processing enterprises under government initiatives (PMFME scheme),

I am also passionate about startups, entrepreneurial marketing, and innovative business models that bridge academic learning with real-world market applications.

Qualifications

Ph.D. (Perusing)

GM University, Davanagere, 2025

MBA. (Human Resource & Marketing)

MIT College, Mysore – April 2021

BCA (Computer Applications)

BIHE, Davanagere, Davanagere, 2018



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Experience

Teaching

1 Year at GM University, Davanagere — teaching Marketing Management, Logistics and Supply Chain Management, and Digital and Social Media Marketing.

Industry

4 Years across Marketing, HR, and Academic Promotions (GM University, Accenture, BTA FPO Ltd., and I-Process).

Research

Research focused on evaluating the marketing and business activities of micro food processing enterprises under PMFME.

Training Program Attended

FDP on Systematic Literature Review & Bibliometric Analysis – Hensard University, Nigeria (Apr 2025)

Meta Small Business Academy Skilling Program – Instagram Marketing (Meta, 2024)

MDP on Start-ups and MSMEs – Davanagere University

International Conference on Entrepreneurship and Entrepreneurial Ecosystems – JN Tata Auditorium, IISc Bengaluru

Research Interest

Digital Marketing and Academic Branding

Institutional Promotion Strategies

Social Media and Student Engagement

Awards & Achievements

Managed and executed marketing campaigns worth over crore across India.

Recognized for integrating academic and corporate marketing strategies for student admissions.

Successfully increased GM University's brand presence through 15+ national and international expos.

Publication / Patents



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Awards & Recognitions

Google Digital Marketing & E-Commerce – Certified by Google, with strong understanding of SEO, SEM, content marketing, and digital campaign strategy.

Social Media Marketing by Meta – Earned certification in strategic use of Facebook, Instagram, and other platforms for audience targeting and engagement.

Supply Chain Analytics (Coursera) – Completed certification integrating analytics in demand forecasting, inventory optimization, and logistics decision-making.

Generative AI Applications in Marketing – Certified in Generative AI, showcasing understanding of AI-driven content creation, customer personalization, and innovation in marketing.

Entrepreneurship in Emerging Markets (Harvard Online) – Completed certification focused on innovation, venture creation, and startup ecosystems in developing economies.

Looker Studio (Google) – Earned certification in Looker Studio, specializing in data exploration, dashboard design, and modern BI tools.

Basic R Programming – Completed certification in R, with foundational knowledge in statistical computing and market data analysis.

Administrative Responsibilities

5'S Coordinator, Infrastructure coordinator,
Marketing and admission activates, Digital Marketing

Workshops / FDPs / Seminars Attended

National Attended international conference on
entrepreneurship and entrepreneurial ecosystems in global
economy

Attended MDP programme on start- ups and MSMEs by
Davanagere University

I-STEM Samavesha – National-Level research and
innovation event.



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Workshops / FDPs / Seminars Organized

-

Projects Guided

PG Projects - 47

Funded Projects / Grants Received

-

Any Other Contributions