

CURRICULUM VITAE

Dr.B.A. Ravish

Associate Professor

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Work Experience

- Working as faculty for Dept. of MBA at Al-Ameen Institute of Management Studies which is affiliated to Bangalore University and approved by AICTE from 19th Nov 2012 till date as and handling the following subjects :

- Operation Research and Quantitative Techniques.
- HR and Marketing.
- Mathematics and statistics.
- Project Guide for students in the areas of H.R & Marketing.

Skills

- Worked with “Vaishnavi Associates” from 2008 to 15th Nov 2012 as an Administrative Manager.

- I am very analytical and having an excellent communication skill.
- I am Positive and optimistic having enough faith in myself and my work to come up in life.
- I believe in building and maintaining relationships.

Academic Profile

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Doctorate Thesis Research Publication Academic Projects Undertaken	➤ I am a good team player. ➤ I am able to focus on activities and strive hard to achieve excellence. ➤ PhD in Management @ Al-Ameen Research Foundation Mysore University. ➤ MBA @ Al-Ameen Institute of Management to Studies Bangalore University. ➤ B. Com @ Universal College Bangalore University. ➤ P.U.C @ Universal College Karnataka State Board. ➤ S.S.L.C Jayanagar Parent's Association Karnataka State Board. “A Strategic Study on Brand Equity with Special Reference to Cars in Premium Hatchback” ➤ “A Study on the Dynamics of Brand Equity Determinants of Premium Hatchback Cars”, South India Journal of Social Science; ISSN: 0972-8945 Vol. XXI, No. 9, July- December:
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Personal Details	2023, UGC CARE Approved, Group I, Bi annual Journal, Page No 134-145. ➤ “A Study on Identifying Determinants of Brand Equity with Premium Hatchback Cars”, Journal of the Asiatic Society of Mumbai ISSN: 0972-0766 Vol: XCVI, NO: 27, 2023, UGC CARE Approved, Peer Reviewed and Referred Journal, Page No. 176-184 ➤ Organization study of a ‘Project Management Consultancy’ at ‘E-Spring Building Systems India Pvt Ltd’, including the various departments such as Marketing, Finance, Human Resource. Major thrust was given to customer satisfaction and their perception about the company. ➤ A study conducted on Customer satisfaction of ‘C’ Segment car users in Bangalore City. ‘A peep and projection into the 21st Century Competing Brands’. Various Brands of Cars in this class were compared and analysed to assess the market potential for the new entrants. And a special emphasis was given on Brand preferences among Consumers. ➤ Father’s Name: B. G. Aswath
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CURRICULUM VITAE

	➤ Date of Birth: 3RD Feb, 1979 ➤ Marital Status: Married ➤ Nationality: Indian ➤ Hobbies: Chess, Automobiles, Music, Philosophy, Adventure Sports. ➤ Languages: English, Hindi, Kannada, Tamil ➤ Postal Address: #1331, 24th Main, 41st Cross, 9th Block, Jayanagar, Bangalore-560069
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Place : Bangalore

Date : 20th June 2026

Signature

(Dr.B.A.Ravish)