

## Dr. Prashant Edramimath

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Maratha Colony, Dharwad – 580001  
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ACADEMIC PROFILE		
<b>PhD (Management)</b>	Kousali Institute of Management Studies [KIMS], Karnatak University Dharwad	<b>Awarded in Aug 2022</b>
<b>NET (Economics)</b>	Qualified KSET in <b>Economics in 2022</b>	<b>Qualified</b>
<b>KSET (Economics)</b>	Qualified KSET in <b>Economics in 2018</b>	<b>Qualified</b>
<b>MA (Economics)</b>	Kuvempu University, Shivamoga (YOC - 2016)	<b>65.25%</b>
<b>NET (Management)</b>	Qualified KSET in <b>Management in 2022</b>	<b>Qualified</b>
<b>KSET (Management)</b>	Qualified KSET in <b>Management in 2016</b>	<b>Qualified</b>
<b>PGPM + MBA</b>	Vanguard Business School, Bangalore (YOC - 2014) & (MBA Marketing -Punjab Technical University, Jalandhar)	<b>CGPA -6.9 &amp; 64.53%</b>
<b>B.B.A.</b>	D.B.H.P.S's BBA College, Dharwad (YOC – 2012)	<b>74.66%</b>
<b>PUC –Science</b>	Department of Pre University Education, Bangalore	<b>49.66%</b>
<b>SSLC</b>	Karnataka Secondary Education Examination Board	<b>84.48%</b>

At Present working as Guest Faculty in Management Department, Law School, KSLU, Hubli. Here teaching for BBA LLB Course with subjects – Entrepreneurship Development and Principles and Practices of Management since November 2022.

### Research & Publication –

#### Research Articles Published -

- Consumer Behaviour of Indian Youth Towards Patanjali Ayurved Limited  
(Impact Factor – 5.75; IJRAR, Volume 6, Issue 2, May 2019)
- Consumer Buying Behaviour Towards Patanjali Products - An Overview  
(Impact Factor – 6.3; ACJ Journal, Volume IX, Issue V, May 2020)

#### Book Published –

- Marketing Management - Publisher: Good Writers
- Human Resource Management - Publisher: Good Writers

## PROFESSIONAL EXPERIENCE (7+ years)

### Teaching Experience: (3.5 years)

- **Worked as Assistant Professor and Admissions in Charge at Sri Sathya Sai Institute for Women, Saptapur, Dharwad** **Feb 2022 to Aug 2022**
  - Have taken Subjects – Contemporary Indian Economy, Development Studies, Monetary Economics, International Economics
  - Have taken classes for Competitive exams like – PG CET, Banking, CAT
  - Placements training and Personality Development Classes for B.Com and BCA
  - Have undertaken Digital Media marketing for college promotions.
- **Worked as Economics Lecturer at JSS College, Dharwad**  
**(Experience 1 year and 6 months) Sept 2020 Feb 2022**
  - Have taken all the sub-subjects in Economics – Business Economics, Monetary Economics, Indian Economy
  - Have taken Personality Development classes and Mentorship program for students
  - Have Co-organized one day National level Seminar on **Intellectual Property Rights Issues and Challenges 28<sup>th</sup> December 2020**
  - Have Co-organized one day National level Seminar **Gender Issues in Modern India: Need for Sensitization 9<sup>th</sup> January 2021**
  - Also handled PU 2 Economics at JSS SMPU College, M Nagar, Dharwad
- **Worked as Lecturer in BBA Section of Basaweshwar Commerce College, Bagalkot**  
**(Experience 1 year and 6 months) Dec 2018 to May 2020**
  - Have Taken Marketing Management, Market Research, Advertising and Brand Management, Human Resource Management, International Business Management, Indian Constitution subjects.
  - Have taken Personality Development classes and Mentorship program for students
  - Have Co-organized Management Fest Olympus 2019
  - Have Co-organized one National Seminar 28<sup>th</sup> Feb, 2020
  - Have Organized two national Level Webinars 13<sup>th</sup> and 14<sup>th</sup> June 2020

## Industry Experience: (4 years)

- **Business Development Manager** (Export & Domestic), **JF Engineering Products LLP, Mumbai** (Experience 1 year and 7 months) From April 2017 to Sept 2018

I worked as Business Development Manager for Export and Domestic Sales - South India with a team of 6 people under my supervision. Here my role was very challenging, bringing new customers both in domestic and from the Gulf Countries.

<b>Roles &amp; Responsibilities</b>	<ul style="list-style-type: none"> <li>▪ <b>Marketing</b> – I was handling three websites for client generation. There after presenting them about our company and acquiring new client for the business.</li> <li>▪ <b>Team Building</b> – I was the part of recruitment for the sales team and office staff.</li> <li>▪ <b>End to end processing</b> – Process here involves the client acquisition to sales.</li> </ul>
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- **Marketing and Admin Manager, Joydeep InfoTech (PurpleLeaf Marketing), Nagpur** (Experience 2 year and 7 months) May 2014 to Dec 2016

The company is based at Nagpur, Maharashtra. This is a startup company established in 2014; its main product is to provide SEO (Search Engine Optimization) and Web design solutions to clients (mainly to US and UK clients). The company's total workforce is 34. I mainly take care of Marketing, Finance, and Administration Dept in the Organization.

<b>Roles &amp; Responsibilities</b>	<ul style="list-style-type: none"> <li>▪ <b>Marketing and Sales</b> - This includes business procurement from prospective clients and delivering service. I handle team of 3 members for business procurement and social media marketing.</li> <li>▪ <b>Finance Department</b> – Taking care accounts, budgeting and preparing reports</li> <li>▪ <b>Team Building</b> - Recruitment, assigning work</li> <li>▪ <b>Customer Relations</b> - Taking care of customer grievance management, feedback, etc</li> </ul>
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- **Financial Advisor, ING Life Insurance(Exide), Hubli (Part Time 5Yrs) Sept' 2010- Oct 2015**

<b>Work Accomplished</b>	<ul style="list-style-type: none"> <li>▪ My Role was to promote and sell insurance service to customers</li> <li>▪ Sold 100 insurance policies with average premium of Rs.15000/-, I was awarded by Bronze Club Membership for selling 6 Lakhs premium in a year</li> <li>▪ It was the direct sales job and required to generate leads</li> <li>▪ Achieved a customer conversion rate of 30% against Industry average 20%</li> </ul>
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### Implant Training and Projects

- Interned at **Jubilant Retail Ltd** – Merchandising division, Bangalore 8<sup>th</sup> Apr'13 – 8<sup>th</sup> Jun'13

<b>Internship</b>	<ul style="list-style-type: none"> <li>▪ The role involved in Comparative study of visual merchandising practices followed in Jubilant Retail with Hyper Markets, Retail stores in Bangalore</li> <li>▪ Presented a report on the SKU keeping, pricing model, target customers of other 7 Hyper Markets and 8 Specialty Stores</li> <li>▪ Based on 6 parameters, prepared ranking list Jubilant v/s other Hyper Markets</li> <li>▪ Proposed suggestions- Furniture Dept accepted 2/4 suggestions &amp; 1/3 suggestions Sports &amp; Fitness Dept</li> </ul>
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- Organizational Study at ING Life Insurance Branch, Hubli

29<sup>th</sup> Dec'10–28<sup>th</sup> Jan'11

<b>Project</b>	<ul style="list-style-type: none"> <li>The objective of this project was to study the organization and the insurance sector. It includes the study of company organization structure, its products, mission, vision and its SWOT analysis</li> <li>The study of insurance sector and ING life insurance gave me the information about the need of insurance to the person and society</li> </ul>
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- Analysis of Investor Perception towards Stock Market Operations at SHCIL, Dharwad

5<sup>th</sup>Dec'11–5<sup>th</sup>Jan'12

<b>Project</b>	<ul style="list-style-type: none"> <li>Market research on “Analysis of Investor Perception towards Stock Market Operations” of SHCIL customers</li> <li>Have undertaken a survey on 84 customers in 10 days and have submitted the analysis report</li> <li>One suggestion was accepted &amp; implemented out of 4 suggestions made</li> </ul>
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<b>Live Projects</b>	<ul style="list-style-type: none"> <li>Have done an analysis on consumer behavior pattern at Big Bazaar ( Jan'13 to Feb'13 )</li> <li>Have prepared Financial Statements at Mukunda Foods Pvt Ltd ( Nov'13 to Dec'13 )</li> </ul>
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## POSITIONS OF RESPONSIBILITY

<b>Roles</b>	<ul style="list-style-type: none"> <li>Finance Club <b>Secretary</b> in Vanguard Business School Jan'2013 – Jan'2014</li> <li><b>Coordinator</b> - organizing intra college Fest &amp; inter-college fests in (DBHPS) 2009 - 2010</li> <li>Co-organizer – “Money Mania -2” quiz competition in VBS 2012</li> </ul>
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## Skills and Extra-Curricular Activities

<b>Computer Skills</b>	<ul style="list-style-type: none"> <li>MS Office (Word, Excel, Power Point)</li> <li>Programming Languages: C, C++</li> <li>Adobe Premier Pro (Video Editing Software)</li> <li>Photoshop</li> </ul>
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## Awards & Achievements

<b>Academic &amp; Professional</b>	<ul style="list-style-type: none"> <li>College topper in all 3 years of BBA-Degree</li> <li>Awarded with <b>Bronze Club</b> Membership by <b>ING Life Insurance</b> Advisor development board 2011</li> </ul>
<b>Co- Curricular Activities</b>	<ul style="list-style-type: none"> <li>Won 1<sup>st</sup> prize in <b>Best Finance Manager event</b> in National Level management fest conducted by <b>KIAMS, Harihar</b> 2013</li> <li>Won 2<sup>nd</sup> prize in <b>Stock Mind Season-2</b> (Trading Simulation) conducted by ICICI Securities at <b>All India Level</b> 2014</li> <li>Won 3<sup>rd</sup> prize in '<b>Simulation</b>' conducted by Christ College, Bangalore 2012</li> </ul>

PERSONAL INFORMATION	
Date of Birth	26 <sup>th</sup> May, 1989
Marital Status	Happily Married and Have 1 daughter
Wife Occupation	Teaching in Degree College
Religion and Caste	Hindu - Lingayat

<b>Hobbies and Interests</b>	<ul style="list-style-type: none"> <li>▪ Playing <b>Poker</b> and <b>Simulation Games</b></li> <li>▪ Watching business channels and debates</li> <li>▪ Enjoy travelling</li> <li>▪ Solving Problems</li> </ul>
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Languages	Speak	Write	Read
English	Good	Excellent	Excellent
Kannada	Excellent	Excellent	Excellent
Hindi	Excellent	Good	Good

**Thanking You.**

**Place: Dharwad**

**Yours Sincerely**

**Date :**

**Dr. Prashant V Edramimath**