



Ms. Kiran L Maney

Assistant Professor

Specialization: Marketing & International Business

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Qualification:

- **MBA** (HR & Marketing)
- **BEd**
- **BSc** (PCM)
- **Certified in Marketing** - Chartered Institute of Marketing, London.
- **Certified in Integrated Marketing Communication** - Chartered Institute of Marketing, London
- **Certified in Management** (Online) - Yale University, IIMB and ISB

Work Experience – 16 Years

- 2012 - Present Assistant Professor - Center for Management Studies, Jain (Deemed-to-be University)
- 2009-2012 Co-founder and Director, Novo Tree Minds Consulting Pvt Ltd.,
- 2007-2009 Team Facilitator People Smart Consultants -

Career Summary

With a huge experience in the field of corporate marketing and sales, Kiran L Maney started her career from selling feather light chairs to consulting and setting up a business enterprise by being wholly involved in setting up two companies from scratch. With corporate experience, she has gained a sound knowledge of planning processes and developing systems. With a quest for knowledge and exploring new challenges she decided to join the education institution, Center for Management Studies, Jain (Deemed-to-be University) with a new challenge. This institution is empowering her to a great extent in creating a positive attitude for serving society.

Research Interest

Lifestyle Marketing

Research Publications

4 papers including UGC Care Journals.

Sl.No	Title of Paper	Journal Name	Impact Factor	ISSN No.	Scopus Indexed	Year
1	Lifestyle Factors Influencing Purchase Behavior of Youth in India	International Journal of Advance and Innovative Research	7.36	23947 780	No	2019
2	Influence of Lifestyle on the Shopping Behaviour of Youth in India	Journal of Xidian University	5.4	1001-2400	Yes	2020
3	Influencing Factors of Lifestyle on the Shopping Behaviour of Youth	Studies in Indian Place Names	6.3	2394-3114	Yes	2020
4	A Study on How Brand of Electronic Goods Influence Lifestyle of Youth in India	Purakala	5.4	0971-2143	Yes	2020

Articles / Case Studies

Case Study on Flipkart published in IJCR. Business Model of Flipkart India: A Case Study published by International Journal of Current Research. ISBN-0975-833X

Consultancy / Projects

Mark Enterprise Pvt Ltd
Business Consultant

Executive Search firm

- 2001 – 2004
Manager
Pusparang

Courses Facilitated

- BBA –Marketing Courses
 1. International Business
 2. Marketing Management
 3. Digital Marketing
 4. Case Analysis: E-World of Work Courses
 5. Contemporary Marketing Practices
- Dual Program:
 1. CIM Level 4 in Marketing from Chartered Institute of Marketing, London. UK.

Member on Committees / Editorial Boards

Committees

- Conference: 2018-Present
- FDP and MDP: 2019-Present
- GrahaQ – The CMS Marketing Club: Mentor
- BBA-Time Table: 2017-18

Editorial Board

-NIL-

Professional Memberships

-NIL-

2015 – Present

- Inception and Marketing,
- Developed Dealer Fixed Asset Audit, processes for Karnataka and Kerala Market
- Training and Consulting HR-related issues

NovoTree Minds Consulting Pvt Ltd

2012 - 2014

- Business Consultant – Senior Level Hiring

Books/Chapters

2 Text Books

S.N.	Title of Book	Publisher	ISBN
1	Game of Cases: Case Analysis and Methodology	Amazon Kindle Publication	978-1690939047
2	Entrepreneurship in Emerging Economies	Notion Press	9781649511805

Activities

S.N	Activity	Title	Year
1	Achievers Day and Graduation	College Activity	2017-20
2	HR Conclave	HR Summit	2017-20
3	HR Day	College Activity	2017-20
4	Illusion	Advertising Campaign	2017-20
5	International Management Day	International Exhibition	2017-20
6	Management Expo	Business Exhibition	2016-2019
7	Data Analytics in Research	FDP for In-house faculties	2018
8	SPSS (5 days)	Workshop for Internal Faculties	2018
9	Blogging and Earning Workshop	Workshop - Students	2018
10	Hindu and Greek mythology	Workshop - Students	2018
11	Financial Education	Workshop for Internal Faculty	2019
12	Science of Retail	FDP for In-house faculties	2019
13	Emerging Trends in Business and Finance	National Level Conference	2019
14	"Happily, Retired – Retirement benefits from finance perspective "	National Level FDP	2020
15	Innovative teaching pedagogy in education for Gen Z and Gen Alpha in the era of information explosion	National Level FDP	2020
16	Trending teaching for participation and performance	National Level FDP	2020
17	Creating New Knowledge-Blend of Research and Data Analysis	National Level FDP	2020
18	Faculty Development Programme	New Age Teaching	2020
19	Inquest of Research-SPSS and AMOS	National Level FDP	2020
20	HR Conclave – Together Towards Tomorrow	HR Conclave	2020
21	GrahaQ – Marketing Club	Guest Talk Series 1	2020
22	Two day International Conference on Rediscovering Management of Business Post COVID-19	International Conference	2020

Recognition / Awards

-NIL-

Seminars and Conferences attended

7 International and National Conferences:

S.N	Title of Conference	Institute Full Name & Location	Paper Presented	Year
1	17th AIMS International Conference on Management held at IIM Kozhikode	IIM-Kozhikode	Lifestyle has an Influence on the Purchase Decision of Electronic Goods.	2020
2	National Conference on Emerging Trends in Business and Finance	Center for Management Studies – Jain (Deemed to be University), Bangalore	Lifestyle Factors Influencing Purchase Behavior of Youth in India.	2019
3	Research Retreat	Center for Management Studies – Jain (Deemed to be University), Bangalore	Lifestyle Marketing	2018
4	Research Retreat	Center for Management Studies – Jain (Deemed to be University), Bangalore	Lifestyle Marketing	2017
5	Emerging Trends in Business Management	Pune Institute of Business Management	A Study on Consumer Behavior Towards Online Payment	2019
6	A Study on Feasibility of Digital Marketing for Small and Medium Enterprises	St. Joseph's Institute of Management.	The Effect of Birth Order in the Academic Performance of Net generation	2015
7	XII International Conference on Business and Human Resources Management	Society of Technical and Management Professionals (STMP), New Delhi	Association of Brands as an Integral Part of consumer Lifestyle for Household Electronic Items.	2013

Online Certifications and Webinars

Online Certifications: 26 Certifications with 1 specialization.

SI No	COURSE	UNIVERSITY	YEAR
1	Introduction to Search Engine Optimization	University of California, Davis	2020
2	Market Research and Consumer Behavior	IE Business School	2020
3	Marketing Mix Fundamentals	IE Business School	2020
4	Brand and Product Management	IE Business School	2020
5	Intercultural Management	ESCP Business School	2020
6	Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing	IE Business School	2020
7	Marketing Management I	University of Illinois at Urbana-Champaign	2020
8	International B2B (Business to Business) Marketing	Yonsei University	2020
9	International Business-II	University of New Mexico	2020
10	International Business-I	University of New Mexico	2020
11	Entrepreneurial Strategic Management	University of New Mexico	2020
12	Intro to International Marketing	Yonsei University	2020
13	International Marketing Entry and Execution	Yonsei University	2020
14	University Teaching	The University of Hong Kong	2020
15	The Marketing Plan	IE Business School	2020
16	Research Data Management and Sharing	The University of Edinburgh	2020
17	International Hospitality & Healthcare	Yonsei University	2020

	Services Marketing		
18	International Entertainment and Sports Marketing	Yonsei University	2020
19	Digital Footprint	The University of Edinburgh	2020
20	Positioning: What you Need for a Successful Marketing Strategy	IE Business School	2020
21	Introduction to Search Engine Optimization	University of California, Davis	2020
22	Market Research and Consumer Behavior	IE Business School	2020
23	Marketing Mix Fundamentals	IE Business School	2020
24	Brand and Product Management	IE Business School	2020

Webinars-FDP/MDP

SL NO	FDP/MDP-WEBINAR	INSTITUTION	YEAR
1	Mindfulness for Educators	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
2	Managing Stress During Uncertain Times	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
3	Covid-19 Crisis: The Global Economy Reshaping	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
4	Paradigm Shift in Teaching Pedagogy - Post Covid-19	Center for Management Studies, Jain (Deemed-to-be University)-IQAC, Bangalore	2020
5	Goal Setting that cannot Fail	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
6	Marketing During COVID-19	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
7	E-Learning Tools for Empowering Quality of Education	Savitha School of Management	2020
8	Digital Marketing 101	IIDE	2020
9	Inquest of Research - SPSS and AMOS	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
10	360 – Classroom Management Teaching Methodology	Sairam Engineering College and MHRD	2020
11	Creating New Knowledge: A Blend of Research and Data Analysis	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
12	Strategy – 5 Day FDP on Happiness	AICTE Training and Learning (ATAL) Academy	2020