

Dr. Raja Sankaran

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[My Website](#)



Objective

Driven by a passion for Research and Teaching Marketing & Research Methodology.

Professional experience

Job Experience: Total 30+ years (includes 9 years of teaching/training)

Presently a Professor with ISME, Bengaluru, since June-2020 teaching Marketing Management, Services Marketing, Consumer Behavior, B2B marketing, International Business, Strategic Management and Business Research Methods.

Previous Companies worked with

Alliance University, Bangalore – from July-2017 to Nov-2017 as Associate Professor. Teaching subjects in Management (Marketing Management, International Business and HR – Strategic Staffing).

CSC India – 14+ years from May-2003 to July-2017. Last position held General Manager. Worked in various leadership roles as Delivery Lead for accounts in NA since Aug-2016, Delivery lead for accounts in UK & France since Sep-2014, Offshore Lead / Delivery Executive for UK postal since Jan-12, offshore lead / SDM for Electricity account since 2005.

- I was deputed in UK for about 2 years from Jan-07.

Achievements:

- Plan & conducted Sessions on Lets Eliminate Human Error & process Adherence covering 240+ resources (Infra & apps) supporting the account, covering the areas of Change, SRT, Account risk, process governance, C&B
- Appreciation by Sr. Management for driving account-wide initiatives & Governance Model for Server decommissioning process
- Key Focus Area (& account objectives) to “delight customer” by driving account-wide initiatives:
 - Capacity management, P3 & MACs SLAs, Server Decommission process, Backup Improvement, Server Patching (Business-critical apps)
- 6-Sigma project on achieving GREEN MAC SLAs bounce count & Outstanding ticket with 30% improvement

NIIT Ltd - 4½ years in training on UNICENTER TNG products of Computer Associates & Microsoft products. Imparted training in Australia, U.S.A., South Korea, Singapore, Malaysia, Dubai, India, South Africa, Zimbabwe, Tanzania, Myanmar, Muscat (Oman). Imparted Windows XP training at Microsoft, USA, deputed in Melbourne, Australia for 2 yrs.

Emco, Delhi – 6 years, marketing ATEs, FDD Alignment.

Hinditron - 2 years, marketing ATEs, Analytical Instrument

Professional Membership	<ul style="list-style-type: none"> • Membership of American Psychological Association (APA)
Professional Qualification	<ul style="list-style-type: none"> • Mendeley Advisor from Mendeley (Elsevier, UK) in May 2021 • Business Analytics FDP from IIM Bangalore in May 2018 • Attended Service Executive Training (SELC) in March 2011 • 6-Sigma green belt Certification in 2010 • ITIL Masters Service Delivery Training from HP Education in Dec 2008 • Business Operations Management Program in Nov 2007 in UK • ITIL Foundation Certification in June 2007 • Certified Unicenter Instructor (CUI) from Computer Associates (USA) in 2000 • CUE (Certified Unicenter Engineer), Security Specialist Certification • MCP in Windows 2000 & NT 4.0 and MCSA in VB 5.0 & SQL Server 6.5 in 1998-99
Education	<p>2018-2021 Indian Institute of Management, Ranchi</p> <p>PhD in Marketing</p> <ul style="list-style-type: none"> • Title Examining factors impacting consumer behavior on mobile payment adoption in India, comprising of multi-studies (1) Qualitative study with Means end chain on mPS (2) mBanking using UTATU2, PERVAL & moderator (3) examining post-adoption factors of mPS using multi-mediation (4) mPS CBBE multi-mediation model (5) meta-analysis on m-payments <p>2011 - 2014 Birla Institute of Technology</p> <p>Masters in Business Administration (MBA)</p> <p>1997 - 1998 NIIT LTD, Delhi</p> <p>Honours Diploma in Network Centered Computing & Programming</p> <p>1988 - 1989 Delhi University</p> <p>Post Graduation in Electronic Instrumentation</p> <p>1985 - 1988 Delhi University</p> <p>Bachelor of Science in Electronics</p>
Research Papers Published	<p>Sankaran, R. and Chakraborty, S. (2021), "Why customers make mobile payments? Applying a means-end chain approach", Marketing Intelligence & Planning, 39(1), 109-124. https://doi.org/10.1108/MIP-12-2019-0622. (Emerald, ABDC Category-A)</p> <p>Sankaran, R., & Chakraborty, S., "Factors Impacting Mobile Banking in India: Empirical Approach Extending UTAUT2 with Perceived Value and Trust". IIM Kozhikode Society & Management Review, https://doi.org/10.1177/2320206820975219. (Sage, ABS-2 and ABDC)</p> <p>Tripathi, A., & Sankaran, R. (2021). Improving the retention of employees through organisational learning culture: the mediating role of learning agility and the moderating role of gender. International Journal of Knowledge and Learning, 14(4), 301. https://doi.org/10.1504/IJKL.2021.10041955 (Inderscience, ABDC category-C)</p> <p>Sankaran, R., & Chakraborty, S. (2019). An empirical approach extending UTAUT2 with Value and Trust to investigate factors influencing the usage of mobile banking by Indian customers. JBIMS Spectrum. 7(1), 39–54. ISSN: 2320-7272.</p>

Tripathi, A., Srivastava, R. and Sankaran, R. (2020), Role of learning agility and learning culture on turnover intention: an empirical study, Industrial and Commercial Training. 52(2), 105-120. <https://doi.org/10.1108/ICT-11-2019-0099>, (Emerald, ABS-1)

Additional 6 research papers co-authored with students

Conferences Attended

International Research Conference IRC-2019 organized by JBIMS (Jamnalal Bajaj Institute of Management Studies), Mumbai on 14-March-2019. Awarded "**the Best Research Paper - Winner**" in the marketing track for the research paper & published in JBIMS Spectrum.

Mentored students and jointly presented 8 research papers in International Conference in 2021 & 2022.

Reviewer

Reviewer in various ABDC Journals: Journal of Brand Management, Springer and Marketing Intelligence & Planning, Emerald, IIMR Journal of Management Studies and others.

FDP / Workshops Conducted (PAN India)

1. Conducted Workshop on (a) What they don't teach you in a PhD (b) A Guide to Publishing Research Papers (c) Overview of Quantitative & Qualitative Research (d) Meet the Mendeley Advisor (e) Managing References and Citations with Mendeley (f) Reliability & Validity (g) Rigour in Qualitative Research (h) Rigour in Systematic Literature Review (SLR) (i) Choosing a Marker Variable in Common Method Bias (CMB) (j) Tips on Quality publication

The participants were from PAN India including IIM (Ranchi, Kolkatta), IIT (Delhi, Bhubaneswar, Varanasi, Kharagpur), Birla Institute of Technology, NMIMS, NIT, IIFT, LPU, MDU, SRM, SIU, AMU, Amity, FMS (Delhi), Punjab University, GNDU, HPU, GJU, DAV, Jain, University of Sri Jayewardenepura (Sri Lanka), Asyut (Egypt), Dhaka (Bangladesh), HO CHI MINH (Vietnam), Kandy (Sri Lanka), Lahore and Kathmandu & Biratnagar (Nepal) & other universities.

Please refer to the attached list for details of various FDP/training conducted.

2. Conducted Enterprise Management trainings worldwide in 20+ countries (Australia, Singapore, Malaysia, South Korea, Africa, Dubai and USA) for 5 years.

Hobbies

Trekking and travelling (including long drives in India)