

RESUME



AJITH K. THOMAS, BHM, MBA, PhD.

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A VISIONARY TRANSFORMATIONAL LEADER WITH NATIONAL & GLOBAL EXPOSURE

PROFESSIONAL SUMMARY

A senior executive from corporate hospitality marketing, with a decade of experience joined postgraduate management teaching, mentoring, research, resource creation, consultancy and training to complete another decade of experience. As a Head of a B School and a Professor in Marketing, I am also a consultant and a trainer at organizations of international repute.

TRANSFERRABLE SKILLS

Corporate sales & marketing strategies with client management and relationship marketing skills, including service recovery as demonstrated by successful decade career in corporate hospitality with global brands.

Another decade in post graduate business management teaching, research and resource creation, as evidenced by 26 publications, author with reputed global publishers including Ivey, Pearson & Harvard, Royalty earning case studies, Reviewer of “A” category journals & invention of a Measurement scale development for intention to purchase.

Mentoring skills resulted in being a trainer & consultant of global repute, Visiting academic at Duquesne university, USA; guiding two student teams for Saintgits - California Institute of Technology, Pasadena, USA, Product Design for the Developing World program, fall 2010; guide to regional champions – South zone NCMS 2011 and to first runners up National level NCMS 2011 conducted by AIMA, New Delhi and to the winning team of Duquesne students for the internationally acclaimed Aspen case competition 2013. Has also successfully run many Foreign university programs in India. Helped 100 students to get 500 plus online course certifications in the Covid 19 pandemic lockdown.

ACADEMIC & ADMINISTRATIVE WORK EXPERIENCE

PROFESSOR & HEAD, AND DEAN, ST. JOSEPH'S BUSINESS SCHOOL, ST. JOSEPH'S COLLEGE OF ENGINEERING AND TECHNOLOGY, PALAI, INDIA.

JUNE 2018 TILL DATE

- ✓ Teaching, Research, Mentoring, Creation of teaching resources & Administration at St. Joseph's Business School.
- ✓ Supported Norwegian University of Life Sciences (NMBU), Norway for Academic Program on Tourism in Vembanad, 2018 & 2019.
- ✓ Symposium Chair of International Symposium on Responsible

tourism Supported by Dept. of Tourism, Govt. of Kerala and Semester at sea, Colorado State University, USA – Sep 2018

ASSOCIATE PROFESSOR, SAINTGITS INSTITUTE OF MANAGEMENT, KOTTAYAM, INDIA.

APRIL 2010 TILL JUNE 2018

- ✓ Teaching, Research, Mentoring, Creation of teaching resources.
- ✓ Coordinator of Saintgits-Duquesne Academic program 2011, 2013 & 2014 in partnership with John F. Donahue Graduate School of Business, Pittsburgh, USA.
- ✓ Coordinated leadership program of UMASS, Boston, USA for a select set of MBA students at our campus.
- ✓ Guided two student teams for Saintgits - California Institute of Technology, Pasadena, USA Product Design for the Developing World program, fall 2010.
- ✓ Guide to Regional champions – South zone NCMS 2011 and to first runners up National level NCMS 2011 conducted by AIMA, New Delhi.
- ✓ Supported and mentored the winning team of Duquesne students for the internationally acclaimed Aspen case competition 2013.
- ✓ Management consultant to Seiko Instruments Inc., Japan, (2010).
- ✓ Chair of Centre for Tourism & Sustainability.
- ✓ NBA accreditation process support (including CO-PO mapping).
- ✓ Exam control.

VISITING ACADEMIC, AJ PALUMBO SCHOOL OF BUSINESS, DUQUESNE UNIVERSITY, PITTSBURGH, P.A., USA.

FEB 2013 TILL MAY 2013

ASSISTANT PROFESSOR, SJCET SCHOOL OF MANAGEMENT, KOTTAYAM, INDIA.

DEC 2007 TILL APRIL 2010

- ✓ Successful placement coordination.
- ✓ Exams control.
- ✓ Developed syllabus for a new course.

**CORPORATE
WORK
EXPERIENCE**

ACCOUNT DIRECTOR – SALES & MARKETING, LE MERIDIEN COCHIN, RESORT AND CONVENTION CENTRE, COCHIN, INDIA.

MAY 2004 TILL DEC 2007

- ✓ Developed corporate markets and promotion strategies.
- ✓ Forecasting, analyzing and reporting.
- ✓ Doubled ARR and Room nights for corporate segment.

SENIOR SALES & MARKETING MANAGER, GOKULAM PARK INN, KOCHI, IN.

JULY 2003 TILL APRIL 2004

- ✓ Headed and lead sales team.
- ✓ Maximized occupancy and revenue.

MANAGER - SALES & MARKETING, THE RENAISSANCE COCHIN, INDIA.

JULY 2001 JUNE 2003

- ✓ Account and Contact Management
- ✓ Created a loyalty program for the hotel.

ASSISTANT SALES MANAGER, ST. MARKS HOTEL, (K. RAHEJA GROUP OF HOTELS) BANGALORE, INDIA.

APRIL 1999 TILL JUNE 2001

- ✓ Account and Contact Management.
- ✓ Competition Intelligence and Research.
- ✓ Headed sales team for South India, with offices in two cities.
- ✓ Tariff planning and budgeting of rooms for corporates.

ASSISTANT MANAGER, ELITE GROUP OF COMPANIES, TRICHUR, KERALA, INDIA.

FEB 1998 TILL MARCH 1999

- ✓ Developed new markets and promotion strategies.
- ✓ Reported directly to the Managing Director.
- ✓ Marketing research and marketing intelligence.

TEAM MEMBER, PEPSI CO RESTAURANTS INTERNATIONAL INDIA LTD. (KENTUKY FRIED CHICKEN), BANGALORE, INDIA.

JULY 1995 TILL DEC 1995

EDUCATION | ANNA UNIVERSITY, CHENNAI, INDIA.

PHD – MANAGEMENT SCIENCES, 2014.

THESIS HIGHLY COMMENDED BY EVALUATORS AND DOCTORAL COMMITTEE, ONTIME SUBMISSION.

MAHATMA GANDHI UNIVERSITY, BERCHMANS' INSTITUTE OF MANAGEMENT, S B COLLEGE, CHANGANACHERRY, INDIA.

MBA – MARKETING; 66.20% MARKS; YEAR OF PASSING - 1998.

BANGALORE UNIVERSITY, CHRIST COLLEGE, BANGALORE, INDIA.

BHM – HOTEL MANAGEMENT, 64.11% MARKS; YEAR OF PASSING - 1995

RECOGNITIONS |

- Reviewer at Cornell Quarterly (CQ), USA, Journal of Services Marketing, UK, BPS Division towards the 2017 Academy of Management Meeting, International Journal of Hospitality Management, USA.
- Royalty earning case writer.

- Expert advisor on Syllabus revision, Member of the Board of Examiners for adjudicating the Ph.D. thesis, External Examiner – MBA Viva Voce, Examiner in the board of examiners – M Phil, Chief Examiner in the board of examiners – MBA, Question paper setter, MBA of various universities.
- First certified AMT in Services Marketing in India by AIMA, New Delhi.
- UGC NET (Management) Qualified, University Grant Commission (UGC), New Delhi.
- Received the Faculty empowerment award 2011, Saintgits group of institutions, Kottayam.
- Rashtriya Gaurav Award, instituted by India International Friendship Society for meritorious services, outstanding performance and remarkable role.
- Chair of International Symposium on Responsible Tourism, the first of its kind in an academic institution in India.

PUBLICATIONS | INTERNATIONAL BUSINESS CASES – 7

In the repositories of Global Lens USA, The Case Center UK, Pearson FT Press USA, Cognella Inc., USA, IVEY Publishing, Canada and Harvard cases.

VIDEO CASES – 2

JOURNAL PUBLICATIONS - 16

Published articles in the following journals: International Journal of Economic and Management Strategy, International Journal for research in applied science and engineering technology, European Journal of Business and Management, Asia Pacific Journal of Management and Entrepreneurship, KPR International journal of Management, Life Sciences journal, Gurukulam Journal of Management Research, Journal of management and entrepreneurship, Journal of Contemporary Research In Management, Asian Journal of Research in social Sciences & Humanities.

Publication areas: Retail marketing, Online marketing, Management education, Purchase decision, Service recovery, Rural marketing, Co-creation, Green Business practices, Surrogate Buying, Corporate buyers.

CONTRIBUTION IN EDITED VOLUME - 3

Contributions in the books “New Global Economic Order: Challenges and opportunities”, Research India Publication, “Rural India in the New Millennium”, Paramount publishing house, New Delhi, and “Training Manual on Theeranaipunya - A Capacity Building Training Programme -

Equipping the Fisherwomen Youth for the Future”, Central Marine Fisheries Research Institute, Indian Council of Agricultural Research.

BOOK PUBLICATIONS - 3

“Emerging trends in Marketing”, Excel India Publication, New Delhi,
Theory of Marketing”, Saintgits Institute of Management, Kottayam,
“Agri-Business and Rural marketing”, Centre of Excellence, Kottayam,
(in print).

CONFERENCES

Papers presented at conferences - 11 International, 1 Doctoral Colloquium and 5 National conferences.

MEMBERSHIP

- Graduate Member, AIMA, India.
- Member, North American Case Research Association (NACRA), USA.
- Executive member (Elected) – Indian Academy of Management, (India office at IIMA, Ahmedabad)

RESEARCH

- FOREIGN UNIVERSITY RESEARCH COLLABORATION – 5 Universities
- POST DOCTORAL RESEARCH INVOLVEMENT
- PHD RESEARCH
 - PhD thesis evaluations – 2
 - Devoted quality time in supporting the following researchers in their Ph.D. Work & thesis submission - 3
 - Supported Junior research PhD consortiums at IIM Indore and IIM Trichy - 2
- M PHIL EXAMINERSHIP - 1 University
- PG PROJECT GUIDANCE & EVALUATIONS - 200
- FACULTY DEVELOPMENT PROGRAM ON RESEARCH -3
- REVIEWER SHIPS OF RESEARCH ARTICLES – 4 high rated journals and AOM meetings.

REFERENCES

Dr. (Col.) P. S. James, Professor, IFIM Business School, Bangalore
+917349472134 email: colpsjames@yahoo.co.in

Dr. Stephen Mathews, Director, SB College, Changanacherry.
+919847163920 email: stephenm3@gmail.com



Dr. AJITH K. THOMAS