

Dr. N.S. VISWANATH
M Sc, M.A.M.M, M.A.(Economics) Dip in T & D, PhD
Director & Principal, MPBIM

He has a PhD in Economics preceded by Masters' degrees in Statistics, Economics and Agri-Business (Agricultural Marketing Management). In addition, he is specialized in Training and Development and Managerial Skills.

He is the Director & founder Principal, Bharatiya Vidya Bhavan's M. P. Birla Institute of Management, Bangalore. He is the Editor-in-Chief, Dharana- Bhavan's International Journal of Business published since 7th July 2007. He is on the Editorial Team of African Journal of Marketing Management (AJMM).

He has successfully guided ten Ph.D theses in Management, Finance, Social Marketing, Strategic Marketing, Global Marketing & HRM areas.

Former Assistant General Manager at KSAM Board, he also served as Professor of Marketing and Academic Coordinator at M.S. Ramaiah Institute of Management and at Maharishi Institute of Management, Bangalore.

He has set up Bhavan's Management Research Centre at MPBIM which has produced over 13 PhDs since 2008. Many faculty members of MPBIM have been motivated to do their doctoral programmes at the centre. He has steadily encouraged the faculty and the students to undertake publications in reputed management journals in the country and overseas. Under his leadership, MPBIM has conducted many symposiums, workshops, seminars and panel discussions.

Besides, he has evaluated several PhD theses of Universities of Kerala, Christ, SIU, IIMB & the like. He was Associate Professor at Mudra Institute of Communications, Ahmedabad (MICA).

He has had an assignment as Assistant General Manager at KSAM Board. He has over seventy papers to his credit in refereed journals. He had chaired several sessions & key note speaker in conferences.

He conducted a study for Karnataka Knowledge Commission on Sahayog training programme.

He has been enlisted as an expert at International Trade Centre (ITC), Geneva and in Asia's Who's Who: Men and Women of Achievements.

He has won the Best Paper Award for the paper in Marketing in an International Conference at Las Vegas, USA. His areas of interest are literature, life, society and culture.

AREAS OF EXPERTISE: QT, MARKETING & ECONOMICS.