

**Dr. (Mrs) BIJUNA C MOHAN**

Assistant Professor

School of Management, National Institute of Technology Karnataka  
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**Areas of expertise:**

Consumer Behaviour, Services Marketing, Digital Marketing, Brand Management

**Education:**

- Ph. D, National institute of Technology Karnataka , Surathkal
- Master of Business Administration, University of Calicut
- Bachelor of Science, (Physics Main), University of Calicut

**Teaching Experience**

- **Assistant Professor, School of Management, National Institute of Technology Karnataka, Surathkal, Mangalore**
- **Lecturer, Welcomgroup Graduate School of Hotel Administration, Manipal**
- **Lecturer, Manipal Institute of Management, MIT campus , Manipal,**

**Industrial Experience: 6 years**

**Ph.D Guidance**

**Completed- 3**

**Ongoing Ph D -4**

**Sponsored Projects**

Coordinating the MSME-Design clinic, Implementing Agency at NITK Surathkal.  
Three projects sanctioned by the Ministry of MSME for Rs. 33,47,625/-

Completed the project titled “Live interdisciplinary R & D project and

consultancy exposure in management and engineering to faculty and students through Micro, small and medium enterprises” for Rs. 9,83,000/- Funded by TEQIP II.

**Case Publications**

- “ Whistleblowers in the mist” , a case and a teaching note authored with V K Ranjith is accepted and registered with European Case Clearing House, ECCH at its registered office at Cranfield University, UK. Ref no: 305-555-1/ 305-555-8.
- “MUL’s Maruti Driving School-A case of Vertical integration or Social responsibility” a case and a teaching note authored with V K Ranjith is accepted and registered with European Case Clearing House, ECCH at its registered office at Cranfield University, UK. Ref no: 305-556-1/ 305-556-8.
- Case titled “Haldiram foods International limited” authored with V K Ranjith is published in the book titled “Developing analytical skill : Case studies in management by Department of Business Administration, Annamalai University, Tamilnadu-608 002(published by Shroff Distributors and publishers Pvt. LTD, Navi Mumbai), August-2007.

### Journal Publications

Dhaigude, S. A., & Mohan, B. C. (2021). Logistics Service Quality in Online Shopping: A Bibliometric Analysis. *Journal of Internet Commerce*, 1-32.

Anitha P, & Mohan, Bijuna. (2020) Cognitive, Affective and Conative Concepts as an Antecedent to Parental and Child Purchase Influence Strategies-Observational Evidences, *International Journal of Business Innovation and Research* 1(1):1.

Deshbhag, R. R., & Mohan, B. C. (2020). Study on influential role of celebrity credibility on consumer risk perceptions. *Journal of Indian Business Research*.

Ranjith, V. K. Bijuna CM, Lakshmi Priya (2020) “The Employment Characteristics, Job Satisfaction and Turnover intention of Indian Dentists” , *Indian Journal of Public Health Research & Development*, July 2020, Vol. 11, No. 7

Shamal, S., & Mohan, B. C. (2019). Consumer Acceptance of Branded Fortified Foods and Beverages in India: Towards a Conceptual Framework. *Indian Journal of Marketing*, 49(10), 7-22.

Deshbhag, R., & Mohan, B. (2018). Influence of Celebrity Credibility on Consumer Product Evaluation and Attitude Formation–A Conceptual Framework. *J. Mgt. Mkt. Review*, 3(4), 193-197.

Anitha P, & Mohan, Bijuna (2018). Impact of Advertising on Children’s Influence Strategies and Purchase Intention, *Journal of Economic and Management Perspectives*, 12 (2), 679-683.

Shamal, S., & Mohan, B. C. (2017). Consumer behaviour in fortified food choice decisions in India. *Nutrition & Food Science*, 47(2), 229-239.

Moorthi, Y. L. R., & Mohan, B. C. (2017). Brand value proposition for bank customers in India. *International Journal of Bank Marketing*, 35(1), 24-44.

Anitha P, & Mohan, B.B. (2017). Effect of Peer Group Influence on Parental Purchases - Towards an Integrated Conceptual Frame Work, *International Journal of Applied Business and Economic Research*, Vol. 15

Haritha S, & Mohan, B.C. (2017). Influence of Involvement on Cognitive Dissonance in Online Shopping– A Critical Literature Review, *International Journal of Applied Business and Economic Research*, Vol. 15

Mohan, B. C., & Sequeira, A. H. (2016). The impact of customer-based brand equity on the operational performance of FMCG companies in India. *IIMB Management Review*, 28(1), 13-19.

Mohan, B. C., & Sequeira, A. H. (2013) Brand Equity and Business Performance–towards a Conceptual Framework, *Indian Journal of Marketing*, 43 (2), 5-10.

Mohan, B., & Sequeira, A. H. (2012). Customer Based Brand Equity in the Fast Moving Consumer Goods Industry in India. *The International Journal of Management*, 1(4).

Mohan, B., & Sequeira, A. H. (2012). Linking Customer-Based Brand Equity with Business Performance–A Conceptual Framework, *ssrn papers*

### **Publications in conference**

Haritha & Bijuna C Mohan (2019) Consequences of cognitive dissonance in online shopping: Conceptual framework, IIM Indore-NASMEI Summer Marketing-IS Conference.

Raksha Deshbhag, Dr. Bijuna C Mohan (2019) Study on Influential role of Celebrity Credibility on Risk Perceptions of Indian Consumers, IIM Indore-NASMEI Summer Marketing-IS Conference.

Raksha Deshbhag, Dr. Bijuna C Mohan (2018) Influence of celebrity credibility on consumer product evaluation and attitude formation- A conceptual framework, 7<sup>th</sup> Global Conference on Business and Social Sciences.

Shamal S & Bijuna C Mohan, (2017) Consumer acceptance of branded fortified foods and beverages in India: Potential for Healthy Marketing, Indian Institute of Management Indore NASMEI Summer Marketing Conference.

Shamal S& Bijuna C Mohan, (2016) Branded health foods & beverages: need for a consumer acceptance model, Conference on Brand Management (CBM2016) at Indian Institute of Technology Delhi.

Anitha P & Dr.Bijuna C Mohan, (2016) Impact of advertising on children's influence strategies and purchase intention, Advanced Research on Business, Management and Social Sciences International Conference (BIMASA'2016) , Thailand.

Anitha, P., & Mohan, B. C. (2016). Influence of Family Structures on Pester Power and Purchase Outcomes-A Conceptual Framework. *Procedia Economics and Finance*, 37, 269-275, 5<sup>th</sup> International Conference on Marketing and Retailing (INCOMaR 2015), Faculty of Business and Management, University Teknologi MARA, Malaysia.

Anitha P & Dr.Bijuna C Mohan, (2015) Influence of Consumer Socialization Agents and Pester Power on Parent-Child Purchase Decisions, 2015 IMRA-IIMB International Conference "Inclusive Growth & Profits with Purpose: New Management Paradigm"

Shamal S& Bijuna C Mohan, (2015), Functional food acceptance in India: Socio-demographic and lifestyle determinants, 1st International Conference on Advances in Healthcare Management Services, IIM, Ahmedabad.

Chandrakumar & Dr.Bijuna C Mohan (2015), Private Label Brand: A Study on Relationship between Store Image, Brand Association and Perceived Quality, International Conference on Evidence based Management (ICEBM 2015), Department of Management, BITS Pilani.

### **Books Edited/published**

1. Co-Edited the book titled 'Tackling the VUCA World through Industry 4.0- insights for businesses and Researchers' published by Authors press, 2021, pages-181 ISBN-13: 9789390588466.
2. Co-Edited the book titled 'Outcome Based Education towards a Pedagogic shift' published by Authors press, 2016, pages-132, ISBN-13: 9789352073214.

### **Summer University Organised / Participated**

- Organised the International Summer University program at NITK in 2014.
- Participated in the International Summer University program 2013, in Business Engineering & Intercultural Communication (SU BEIC 13) from July 8<sup>th</sup> to July 19<sup>th</sup>, 2013 at the University of Applied Sciences Western Switzerland, School of Business and Engineering Vaud (HEIG-VD) in Yverdon-les-Bains, Switzerland.

### **Conference organised**

Coordinated the online National Conference on Convergence of Management Practices in the Era of Industry 4.0. on 22nd and 23rd July, 2020.

**Languages known:**

- English
- Hindi
- Malayalam

**Recognitions/ Awards Received**

- Received the ABP News National B –School Award 2012, for Best Professor Teaching Advertising Management.

**Professional Affiliation**

- Member, American Marketing Association
  - Member, All India Management Association
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