


Name	<b>MARTIN L BHOOMPAG</b>
Designation	<b>Assistant Professor of Management</b>
Recent Passport Size Photo	
Qualification	<b>MBA, PGDCP, APSET, (PhD)</b>
Mail Id	<a href="mailto:blmartin@josephspgcollege.ac.in">blmartin@josephspgcollege.ac.in</a> blmartin@josephscollege.ac.in
Experience	<ol style="list-style-type: none"> <li>1. TEACHING EXPERIENCE: 10 Years</li> <li>2. INDUSTRY EXPERIENCE: 14 Years</li> </ol>
Paper Presentations	<p>10</p> <ul style="list-style-type: none"> <li>• Martin, B.L., Jahangir, Y., (2020), “A competitive study on brand awareness among life insurance companies in twin cities of Hyderabad and Secunderabad” Journal of Critical Reviews, Issue 15, Vol.7, ISSN-2394-5125, Pp:3622-29.</li> <li>• Martin, B.L., Prabhukumar, A., Smitha, Sambrani., (2019), “Emerging trends in Health</li> </ul>

Insurance in India: Opportunities and Challenges”, as a proceeding to National Seminar on Emerging Trends in Business Management: Opportunities and Challenges, 30<sup>th</sup> Nov, 2019.

- Martin, B.L., (2019), “Alternate Revenue Model – Banc assurance (A case study), shortlisted for ET Case study organized by Shiv Shivani Institute of Management, Hyderabad
- Martin, B.L., Smitha., Prabhukumar., (2017), ‘Emerging trends in Green Marketing: Challenges, Opportunities and Strategies in Indian Perspective’, International Journal of Science, Technology and Management (IJSTM), Vol.06, Issue 03, March, 2017, ISBN: 978-93-86171-32-0 and ISSN: 2394 – 1529.
- Martin, B.L., Sreeja., (2016), ‘Impact of Digital Marketing on Indian Customer with special reference to Banking Sector”, as a Conference Proceedings to the International Conference on “Strategies for Business Excellence: Challenges and Opportunities (ICSBE-2016), ISBN: 978 93 83038 47 3, pp-298-306.
- Martin, B.L., Smitha., Prabhakar., (2016) ‘Emerging trends in Marketing of Life Insurance Products – A study on Banc assurance Model in India”, Osmania Journal

	<p>of Management, Vol XI, No.4, ISSN. 097-4208, pp 47- 53.</p> <ul style="list-style-type: none"> <li>• Martin, B.L., Smitha., (2016), “Customer Relationship Management in Marketing of Life Insurance Products”, International Journal of Research in Regional Studies, Law, Social Sciences, Journalism and Management Practices (AIJRRLSJM), Vol.1, No.1, September, 2016, pp.86-92.</li> <li>• Martin, B.L., Smitha. (2016), ‘Online Marketing in India: Challenges and Opportunities’, as a proceeding to the National Seminar on “Modern Management Practices – A Paradigm Shift “being published in King Publications, ISBN No.97881-9284784-9, pp.200-205.</li> <li>• Martin, B.L., Smitha. (2015), ‘Impact of FDI on Indian Insurance Industry”, Osmania Journal of Management, Vol. XI, No.3, Jul-Sep2015, ISSN No.0976-4208, pp. 101-107.</li> </ul>
<p>Book Publications</p>	<p><b>Essentials of Marketing Management*</b> <b>*in Publication</b></p>
<p>Paper Publications</p>	<p style="text-align: center;">9</p> <ul style="list-style-type: none"> <li>• Martin, B.L, Jahangir, Y., (2020), “A competitive study on brand awareness among life insurance companies in twin cities of Hyderabad and Secunderabad” Journal of Critical Reviews, Issue 15, Vol.7, ISSN-2394-5125, Pp:3622-29.</li> </ul>

- Martin, B.L., Prabhukumar, A., Smitha, Sambrani., (2019), “Emerging trends in Health Insurance in India: Opportunities and Challenges”, as a proceeding to National Seminar on Emerging Trends in Business Management: Opportunities and Challenges, 30<sup>th</sup> Nov, 2019.
- “Alternate Revenue Model – banc assurance (A case study), ET Case study organized by Shiv Shivani Institute of Management, Hyderabad
- “Emerging trends in Health Insurance in India: Challenges and Opportunities” at the International Conference on “Global Insurance: Practices and Outlook” held during 29<sup>th</sup> to 31<sup>st</sup> August, 2017, being organized by Department of Commerce, Osmania University, Hyderabad, TS.
- “Emerging trends in Green Marketing: Challenges, Opportunities and Strategies in Indian Context”, at the International Conference on “Emerging Trends in Engineering, Science and Management (ICETESM) held during 16<sup>th</sup> to 17<sup>th</sup> March, 2017 being organized by Sphoorthy Engineering College, Hyderabad, TS.
- “Demonetization to Digital Economic possibilities – A study of Indian Banking Sector” (with Sreeja Nair) at the National Conference on “Demonetization to Digital

Economy – Issues and Challenges” held during 20th to 21<sup>st</sup> January, 2017 being organized by Department of Business Management, Osmania University, Hyderabad, TS,

- “Impact of Digital Marketing on Indian Customer with special reference to Banking Sector” (with Serena Nair) at the 5<sup>th</sup> International Conference (ICSBE-2016) on “Strategies for Business Excellence: Challenges and Opportunities” held during 16<sup>th</sup> to 17<sup>th</sup> Dec, 2016 being organized by Mallareddy College of Engineering and Technology, Hyderabad, TS.
- “Emerging Trends in Marketing of Life Insurance Products – A study on the Banc assurance model in India” at the National Seminar on “Emerging Trends in Marketing of Goods, Services and Financial Products” held during 18<sup>th</sup> to 19<sup>th</sup> Nov, 2016 being organized by Department of Business Management, Osmania University, Hyderabad, TS.
- “Customer Relationship Management in Marketing of Life Insurance Products” at the National Seminar on “Recent Trends in Management and Social Sciences” (NLCRTMSS) held during 26<sup>th</sup> to 27<sup>th</sup> August, 2017 being organized by Department of Business Management, Osmania University, Hyderabad, TS.

	<ul style="list-style-type: none"> <li>• “Online Marketing in India: Challenges and Opportunities’ at the National Seminar on “Modern Management practices – A Paradigm Shift” held during 26th to 27<sup>th</sup> February, 2017 being organized by Department of Business Management, Osmania University, Hyderabad, TS.</li> </ul>
Awards/Rewards/Achievements	<p>Best Teacher Award – 2017 Cash Award of Rs. 10000 (Twice)</p>
Organized Seminars/Workshops	<ul style="list-style-type: none"> <li>• International Conference: International Conference on “Emerging Trends in Engineering, Science and Management held during 17<sup>th</sup> to 18<sup>th</sup> March, 2017 being organized by Sphoorthy Engineering College, Hyderabad, TS.</li> <li>• Workshop: Workshop (Resource Person) on “Financial Literacy in India” held on 6th May, 2017 being organized by Department of Management Studies, Sphoorthy Engineering College, Hyderabad, TS.</li> </ul>
Participations	<p><b>National Seminars &amp; International Conferences</b></p> <ul style="list-style-type: none"> <li>• International Conference on “Global Insurance: Practices and Outlook” held during 29<sup>th</sup> to 31<sup>st</sup> July, 2017 being organized by Department of Commerce, Osmania University, Hyderabad, TS.</li> </ul>

- International Conference on “Emerging Trends in Engineering, Science and Management held during 17<sup>th</sup> to 18<sup>th</sup> March, 2017 being organized by Sphoorthy Engineering College, Hyderabad, TS.
- National Conference on “Demonetization to Digital Economy – Issues and Challenges” held during 20<sup>th</sup> to 21<sup>st</sup> January, 2017 being organized by Department of Business Management, Osmania University, Hyderabad, TS.
- 4<sup>th</sup> International Conference on “Transformations in Engineering Education” held during 6<sup>th</sup> to 8<sup>th</sup> January, 2017 ([www.ictiee.org](http://www.ictiee.org)) being organized by Vardhaman College of Engineering in association with Indo-Universal Collaboration for Engineering Education.
- 5<sup>th</sup> International Conference on “Strategies for Business Excellence: Challenges and Opportunities (ICSBE-2016) held during 16<sup>th</sup> to 17<sup>th</sup> December, 2016 being organized by Mallareddy College of Engineering and technology, Hyderabad, TS.
- National Seminar on “Emerging Trends in Marketing of Goods, Services and Financial Products” held during 18<sup>th</sup> to 19<sup>th</sup> November, 2016 being organized by Department of Business Management, Osmania University, Hyderabad, TS.

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|  | <ul style="list-style-type: none"><li>● National Level Conference on “Recent trends in Management and Social Sciences” held during 26<sup>th</sup> to 27<sup>th</sup> August, 2016 being organized by Anveshana Educational and research Foundation in association with University College of Commerce and Business Management, Osmania University, Hyderabad, TS.</li><li>● National Seminar on “Modern Management Practices – A Paradigm Shift” held during 26<sup>th</sup> to 27<sup>th</sup> February, 2016 being organized by Department of Business Management, Osmania University, Hyderabad, TS in association with ICSSR and Power Grid Corporation of India Limited.</li><li>● National Conference on “Retailing in India” held during 13<sup>th</sup> to 14<sup>th</sup> August, 2013 being organized by School of Management Studies, Jawaharlal Nehru Technological University, Hyderabad, TS.</li><li>● National Seminar on “Contemporary Management-Issues and Challenges” held during 20<sup>th</sup> to 21<sup>st</sup> August, 2010 being organized by the Department of Business Management, Somalia University, Hyderabad, TS in association with AP State Council of Higher Education (APSCHE) and University Grants Commission (UGC).</li></ul> |
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**Workshops:**

- Workshop (Resource Person) on “Financial Literacy in India” held on 6th May, 2017 being organized by Department of Management Studies, Sphoorthy Engineering College, Hyderabad, TS.
- Workshop on “E-Resources and Thesis Writing” held during 24<sup>th</sup> to 25<sup>th</sup> March, 2017 being organized by Department of Business management, OU and in association with Indian Council for Social Science research (ICSSR)
- Work Shop on “E-learning Entrepreneurship and Development Programme” held on 6<sup>th</sup> March, 2017 being conducted by National Institute for Entrepreneurship and Small Business Development (NIESBUD) at Sphoorthy Engineering College, Hyderabad, TS.
- Workshop on “Positive Attitude and Communication Skills” held on 7<sup>th</sup> December, 2016 by Empower Service Training, Hyderabad at Sphoorthy Engineering College, Hyderabad, TS.
- Workshop on “Design & Implementation of Student Cantered Learning” held during 2<sup>nd</sup> to 3<sup>rd</sup> January, 2016 held at Sphoorthy Engineering College, Indo-US Collaboration to Engineering Education (IUCEE) and

	<p>Student Platform for Engineering Education Development (SPEED) along with IIDEA and Footsteps.</p>
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