

Name : **Dr. Densingh Joshua Israel**

Designation : Associate Professor

Nature of Employment : Full-Time

Qualification : M.A, M.Phil., MBA (UK), MABS, Ph.D.

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### **Educational Background:**

<b>Degree</b>	<b>Discipline</b>	<b>Year of Passing</b>	<b>University</b>
Ph.D.	Marketing (Online Consumer Behavior)	2020	SRM Institute of Science & Technology
MBA	Marketing	2008	University of Leicester (United Kingdom)
MABS	Theology	2014	Hindustan Bible Institute & College
M. Phil	Political Science & International Relations	2005	Madras Christian College
M.A	Political Science (International Relations)	2004	Madras Christian College
B. A	Political Science	2002	Madras Christian College

### **Work Experience (Academic):**

<b>Designation</b>	<b>Institution</b>	<b>Duration</b>	<b>No. of Years</b>
Assistant Professor	SRM college of Management	2012 - 2021	9
Administrator Cum Lecturer	Payap Technology and Business, Thailand	2011 - 2011	1
<b>Total</b>			<b>10</b>

### **Work Experience (Industry)**

<b>Designation</b>	<b>Name of the Organization</b>	<b>Duration</b>	<b>No. of Years</b>
Media Analyst	Cognizant Technology Solutions	2009 - 2010	1
Product Advisor	Toys R us, United Kingdom	2008 - 2009	1
Promotional Manager	Sea Queen Publication	2006 - 2007	2
<b>Total</b>			<b>4</b>

**Lecture Courses:** Digital Marketing, Consumer Behaviour, Marketing Management, Marketing Communication, Corporate Strategy, AI in Marketing

**Research Areas of Research Interest:**

Digital Marketing, Technology Adoptions, Branding, Consumer Behavior, Corporate Governance, Communication

**Research Guidance: 4**

**Research Publications:**

- Dr Densingh Joshua Israel & Dr. R. Velu, A Study on Consumers Food Culture and Adoption of Food Delivery, Studies of Applied Economics, ISSN:1133-3197, Aug 2021, (Scopus)
- Densingh Joshua Israel & Dr. R. Velu, Consumer's Intention to Continuous Use of Mobile Food Delivery Aggregator App, Journal of Advance Research in Dynamical & Control Systems, Vol. 11, No. 7, June 2019 (Scopus)
- Densingh Joshua Israel & Dr. R. Velu, The Partial Test of UTAUT Model to Explain the Influence of Variables on the Intention to Adopt the Mobile Learning in Higher Education, International Journal of Innovative Technology and Exploring Engineering (IJITEE) ISSN: 2278-3075, Volume-8 Issue-8 June, 2019 (Scopus)
- Chockalingam, S. N., & Isreal, D. J. (2016). Redesigning the marketing mix for eco-friendly product consumption among non-purchasers in India. *Management & Marketing*, 11(1), 355-370. (Springer and Scopus)
- Mr. K.SankaraMoorthy, Dr. C. Senthilnathan, Mr. C.Arun Kumar, Mr. Densingh Joshua Israel, Analysis Of Indian Cybercrime Dataset For Age Demography, International Journal of Applied Engineering Research ISSN 0973-4562 Volume 10, Number 1 (2015) pp. 1855-1861 ( Scopus)

**International Journals and Book Chapters indexed by Scopus/ Web of Science:**

**International Conferences indexed by Scopus:**

- Presented a paper on Consumer food culture and adoption of food delivery, ICTMEG (Oct 2020 - International Conference) School of Management, VIT
- Presented a paper on Adoption of Mobile Technology for learning, International Conference on Skill – CURE, 2018, SRM School of Management
- Participant, International conference in Data Science in Business Applications – SRM School of Management ICDBA-2015
- Presented a paper, Sustainable Global Business Models – A Financial Perspective, 2014, SRM School of Management, Paper on “Global Players Lobbying for Sustainable Business in India” Densingh Joshua Israel & Dr. R. Velu
- Participant, Global Conference on Women Leadership, 2013, SRM School of Management

**Patent Obtained:**

**Certifications Obtained:**

- Digital Marketing, Social Media Management and Analytics (Advanced), 2021 – IIM Field\_

IIM Visakhapatnam

- AI for Everyone, 2021, DeepLearning.AI
- Diploma in Personal Computer Application, 2004

**Travel Grant Obtained:**

**Awards and Accolades:**

- Best Product Advisor (2009), Toys R Us, Leicester Branch, United Kingdom
- Delivered a guest lecture on Organizational DNA, Women Christian College (Oct 2019)
- Resource person for the two workshops on sales for supervisors and managers of Saravana Stores, Chennai (2018)
- Addressed the gathering & Jury for elocution competition Gandhian Values, conducted on 150<sup>th</sup> birth Anniversary of Mahatma Gandhi by The Indian Science Congress Association, Chennai Chapter (4<sup>th</sup> Oct 2018)
- Adjunct Professor, MCC Boyd -Tandon Business School, Chennai (2018)
- Delivered special lectures on Career motivation in schools in Muscat, Oman (Nov 2015)
- Guest speaker on Career Motivation, Department of Commerce, Madras Christian College (June 2017)
- Trainer of Business Communication for two batches at Flowserve India, Mahindra City (July 2014)
- Managed and taught in 5 exclusive International student programs for nationalities of Netherlands, South Korea, Syria, Thailand and Sweden (2014 -2020)
- Launched eBazaar (2020), an online portal for buying and selling new and used products, a first of its kind in the Indian universities
- Created a space for about 1600 aspiring student entrepreneurs to experientially learn the business nuances in a professional business environment