

Dr. Venkat Ram Raj Thumiki

Employment

October 2011 till date

- Assistant Professor & Program Coordinator-BSBA, Department of Business & Economics, Modern College of Business and Science (affiliated to the University of Missouri St. Louis, USA), Muscat, Sultanate of Oman.

November 2010 to July 2011

- Lecturer in Management, University of Technology and Applied Sciences (formerly known as Salalah College of Technology), Salalah, Sultanate of Oman.

March 2005 to October 2010

- Assistant Professor, Department of Marketing & Strategy, IBS Hyderabad, IFHE University, India (AACSB accredited).

June 1998 to February 2005

- Lecturer in Business Management, PMVPG College, Osmania University, India.

December 1996 to March 1998

- Executive—Operations & Marketing, Feena Petroproducts Ltd., Hyderabad, India.

Externally funded research

- The Research Council, Oman. Title, 'Gap analysis of digital marketing skills among entrepreneurs in Sultanate of Oman'.
- Oman Chamber of Commerce and Industry, Oman. Title, 'Gap analysis of professional marketing skills required and currently possessed by the employees performing marketing function in organizations and independent entrepreneurs'.

Internally funded research (Institutional research)

- Understanding the reasons for student dropout and identifying students at risk of dropout – A study with emphasis on Foundation students.
- Student attainment of Graduate Attributes in Modern College of Business and Science.
- Gap analysis of online teaching and learning competencies among faculty members and students at Modern College of Business and Science'. WORK IN PROGRESS.

Educational qualifications

- 2011 June: Ph.D. in Management, Osmania University, India.
- 2006 March: M.Phil. in Management, Bharathidasan University, India.
- 1996 May: M.B.A. (Marketing), Kakatiya University, India.
- 1993 May: B.Com. (Accountancy), Kakatiya University, India.
- 2020 Dec: Certificate, Learning to Teach Online, University of New South Wales, Sydney, Australia.

Journal publications

1. Ansari, M. S. A., Abouria, M., El Morsy, R., & Thumiki, V. R. R. (2024). Influence of Transformational and Transactional Leadership on Agile Project Success: An Empirical Validation. *Project Leadership and Society*, 5:100136. <https://doi.org/10.1016/j.plas.2024.100136> **Scopus**.
2. Ahmed, U., Fida, B. A., Thumiki, V. R. R., & Al Marhoobi, S. S. (2024). Electric Vehicles Adoption Challenges in Oman: A Comprehensive Assessment and Future Prospects for Sustainable Cities. *Frontiers in Sustainable Cities*, 6:1360203. <https://doi.org/10.3389/frsc.2024.1360203> **Scopus**.
3. Thumiki, V. R. R. & Magd, H. (2023). Impact of digital marketing skills on digital marketing performance of entrepreneurs. *European Economic Letters*, (13)3,794-802. <https://www.eelet.org.uk/index.php/journal/article/view/364>. **ABDC**.
4. Thumiki, V. R. R. & Magd, H. (2022). Online teaching competencies among faculty members at Modern College of Business and Science (MCBS) Sultanate of Oman. *International Journal of Information and Education Technology*, 12(9), 840-850. <https://doi.org/10.18178/ijiet.2022.12.9.1692>. **Scopus**.
5. Al Balushi, A. K., Thumiki, V. R. R., Nawaz, N., Jurcic, A., Gajendran, V. K. (2022). Role of organizational commitment in career growth and turnover intention in public sector of Oman. *PLOS ONE*, 17(5). <https://doi.org/10.1371/journal.pone.0265535> **Scopus**.
6. Thumiki, V. R. R., & Jurcic, A. (2021). Impact of COVID-19 Crisis on Knowledge Management Practices in Sultanate of Oman. *The Electronic Journal of Knowledge Management*, 19(3), 213-225. <https://doi.org/10.34190/ejkm.19.3.2102> **Scopus & ABDC**.
7. Thumiki, V. R. R., Nawaz, N., Gajendran, V., & Balaji, V. (2021). Evaluating Customers and Retailers Eco-Behaviour for Identifying Focus Areas in Social Marketing Campaigns. *Academy of Strategic Management Journal*, 20(1), 1-13. <https://www.abacademies.org/articles/evaluating-customers-and-retailers-ecobehaviour-for-identifying-focus-areas-in-social-marketing-campaigns-10476.html> **Scopus**.
8. Thumiki, V. R. R. (2019). Student Dropout from Foundation Program at Modern College of Business & Science, Sultanate of Oman. *International Journal of Higher Education*, 8(5), 118-133. <https://doi.org/10.5430/ijhe.v8n5p118> **Scopus**.
9. Al-Asmi, K., & Thumiki, V. R. R. (2014). Student satisfaction with advising systems in higher education: an empirical study in Muscat. *Learning and Teaching in Higher Education: Gulf Perspectives*, 11(1), 3-21. <http://dx.doi.org/10.18538/lthe.v11.n1.154> **Scopus**.
10. Thumiki, V. R. R., Stakic, J. A., & AL Barwani, R. S. S. (2019). Resultant effect of crisis-driven HR strategies applied during current economic crisis in Oman-The HR Manager's perspective. *The European Journal Of Applied Economics*, 16(1), 77-97. <http://dx.doi.org/10.5937/EJAE15-19262> **SCIndexs & CABI-CAB**.
11. Kumar Chunduri, H. K. S., Thumiki, V. R. R., Baradi, N. K. & Sirangi, A. K. (2014). Analysis of oil and gas industry in Asia with reference to investment and expansion strategies of Asian National Oil Companies (ANOC's). *European Journal of Business*

and Management, 6(17), 10-18. <https://iiste.org/Journals/index.php/EJBM/article/view/13550>
BASE, Ulrich's & Index Copernicus.

12. Khan, N., Thumiki, V. R. R., & Abbas Ali, M. (2013). Influences on rural purchase of FMCG in Emerging markets – A study in South Asian countries. TIJ's Research Journal of Economics & Business Studies, 3(2), 41-53. **UGC approved.**
13. Abbas Ali, M., Thumiki, V. R. R. & Khan, N. (2012). Factors influencing purchase of FMCG by rural consumers in South India: An empirical Study. International Journal of Business Research and Development, 1(1), 48-57.
<https://doi.org/10.24102/ijbrd.v1i1.138> **BASE.**
14. Thumiki, V. R. R. & Azeem, M. A. (2012). Marketing of FMCG to rural consumers in Andhra Pradesh - Literature review. Asia Pacific Marketing Review, 1(2), 49-57.
UGC approved.
15. Abbas Ali, M. & Thumiki, V. R. R. (2012). Usage of rubrics for effective classroom evaluation. International Journal of Research in Commerce, Economics & Management, 2(9), 21-22. https://ijrcm.org.in/article_info.php?article_id=2248 **UGC approved.**
16. Abbas Ali, M. & Thumiki, V. R. R. (2012). Efficacy of rural marketing model. Journal of Community Guidance & Research, 29(1), 136-146. **UGC approved.**
17. Thumiki, V. R. R., Nayak, V. M. & Abbas Ali, M. (2010). Customer based brand equity in the banking sector-A study. Osmania Journal of International Business Studies, 5(1&2), 117-121. **UGC approved.**
18. Thumiki, V. R. R. & Murali Krishna, P. V. (2010). Health tourism in India: Issues, challenges & marketing interventions. International Journal of Management Prudence, 1(2), 79-88. www.publishingindia.com/ijmp/19/health-tourism-in-india-issues-challenges-marketing-interventions/90/626/
19. Azeem, M. A. & Thumiki, V. R. R. (2009). Influence of senses on in-store customer experience: A study on multi-sensorial marketing in Indian coffee bars. Journal of Marketing Vistas, formerly Journal of Marketing Trends, 1(2). **UGC approved.**
20. Thumiki, V. R. R. & Azeem, M. A. (2008). Rebranding - A business imperative. Indian Journal of Marketing, 38(12).
<http://indianjournalofmarketing.com/index.php/ijom/article/view/36879/0> **Scopus & ABDC.**
21. Thumiki, V. R. R. (2006). City branding - Cases & lessons across the globe. The IUP Journal of Marketing Management, 5(4).
https://www.iupindia.in/1106/IJMM_City_Branding_73.html **UGC-CARE.**
22. Thumiki, V. R. R. (2006). Blog marketing - An emerging promotional strategy. Indian Journal of Marketing, 36(9).
<http://indianjournalofmarketing.com/index.php/ijom/article/view/3437> **Scopus & ABDC.**

Presentations in International & National Conferences

1. Thumiki, V. R. R., & Magd, H. (2021). Knowledge transfer from retiring employees in public sector in Oman: Challenges and Issues. 1st Business and Entrepreneurship

International Conference, Current practices, challenges and future trends pertaining to business and entrepreneurship, 31 March-1 April 2021, Virtual.

<http://www.gbmrjournal.com/pdf/v13n3/V13N3-16.pdf> **BEST PAPER AWARD.**

2. Thumiki, V. R. R. (2017). Ishikawa (Fishbone) analysis for understanding root cause of entrepreneurial failure in Sultanate of Oman. Management Seminar: 'Economic growth in Oman amidst oil crisis: A diversified strategic approach', 17 May 2017, Muscat, Sultanate of Oman. <https://www.shct.edu.om/album-tags/shct-management-seminar> **BEST PAPER AWARD.**
3. Thumiki, V. R. R. & Al Bulushi, A. (2017). Triangulation as an effective tool for validating institutional data analyses. Conference on Quality Management & Enhancement in Higher Education, 21-22 March, 2017, Muscat, Sultanate of Oman.
4. Thumiki, V. R. R. (2007). Brand loyalty programmes in mobile telecom sector—an emerging issue. National Seminar on Service Sector Management, 20-21 Jan, 2007, India.
5. Thumiki, V. R. R. (2007). Communication strategies for effective promotion of goods and services in rural markets in India-Cases & lessons, Conference on Marketing to Rural Consumers, IIM Kozhikode, 3-5 April 2007, India.
6. Thumiki, V. R. R. (2005). Creating brand indispensability, a business imperative-issues & analyses, National Conference on Paradigm Shifts in Financial Markets and Marketing Concepts, 17-18 Nov 2005, India.

Book chapters

1. Thumiki, V. R. R., Magd, H. (2024). A Snapshot of Socio-Economic Impact of COVID-19 on the Sultanate of Oman: Measures and Coping Strategies. In: Salman, A., Tharwat, A. (eds) Smart Designs for Business Innovation. AUEIRC 2020. Advances in Science, Technology & Innovation. Springer, Cham, 53-64. https://doi.org/10.1007/978-3-031-49313-3_5 **Scopus**
2. Strumberger, I., Zivkovic, M., Thumiki, V. R. R., Djordjevic, A., Gajic, J., & Bacanin, N. (2023). Multivariate Bitcoin Price Prediction based on Tuned Bidirectional Long Short-Term Memory Network and Enhanced Reptile Search Algorithm. In: Lopata, A., Gudonienė, D., Butkienė, R. (eds) Information and Software Technologies. ICIST 2023. Communications in Computer and Information Science, vol 1979. Springer, Cham, 38-52. https://doi.org/10.1007/978-3-031-48981-5_4 **Scopus.**
3. India's global competitive position in BPO sector-a threat analysis, IUP edited book titled, 'BPOs: Processes and Challenges', Sep 2006.
4. Distribution strategies of Chinese companies, IUP edited book titled, 'Chinese Marketing Practices: An Introduction', Mar 2006.