


FACULTY PROFILE

Name	: Dr. Vijay Joshi	
Designation	: Assistant Professor	
Department	: MBA	
Employee ID	: TMBA011	
E mail ID (College official ID), (Personal mail ID)	: vjimb@becbgk.edu , vijayjoshi.bec@gmail.com	
Contact details	: C/o.Purushottam Zunjarwad,Navanagar Sector 3, Bagalkot	
Orcid ID	: 0000-0002-6481-3292	
Vidwan Id	: 262404	
Google Scholar ID	: uflPILEAAAAJ&hl	
Qualification	: MBA (Ph.D)	
Professional Experience		
Teaching experience	: 2 Years	
Industry experience	: 11.5 Years	
Administrative Responsibilities	: <ol style="list-style-type: none"> 1. Coordinator of Board of Studies (BOS). 2. Coordinator of Department Research Center. 3. Coordinator of Internal Academic Committee. 4. Coordinator of Seminar for MBA Students 5. Coordinator of Updation of FDPs, MDPs and SDPs 6. Coordinator of Department Level Website Updation. 	
Teaching	: <ul style="list-style-type: none"> • Business economics • Financial Management • Research Methodology and IPR • Investment Analysis and Portfolio Management • Investment Banking and Financial Services • Financial derivatives • Tax management 	

Research Interest Area	:	<ol style="list-style-type: none"> 1. Content Marketing 2. Consumer Engagement 3. Derivatives 4. Security Analysis 5. Digital Marketing
Journals (with citations)	:	<ol style="list-style-type: none"> 1. Vijay Joshi and Uttamkumar M Kinange (2022). "Motivations for Consumers' Online Brand-Related Activities (COBRAs): Altruism vs. Reward". <i>Spurthi - IMSR Journal of Management Thoughts</i>. 2. Vijay Joshi and Uttamkumar M Kinange (2022). Experience Level in and usage of Social Media on Content Co-Creation. <i>International Journal of All Research Education and Scientific Methods (IJARESM)</i>. 3. Vijay Joshi and Uttamkumar M Kinange (2022). An Empirical Study on the Effect of User Generated Content on Consumer Purchase Intention. <i>Journal of Management & entrepreneurship (ISSN: 2229-5348)</i>. 4. Vijay Joshi and Uttamkumar M Kinange (2021). Content Marketing and Consumer Engagement: The Role of Content Source. <i>International Journal of Creative Research Thoughts (ISSN: 2349-5162)</i>. 5. Vijay Joshi and Uttamkumar M Kinange (2021). Evoking Emotions from Tweets: Lexicon Based Method of Sentimental Analysis, <i>Journal of Emerging Technologies and Innovative Research (ISSN: 2320-2882)</i>. 6. Vijay Joshi and Uttamkumar M Kinange (2021). Factors of Content Determining the Consumer Engagement on Twitter, <i>Paradigm Shift in Business, Economy and Society in New Millennium (ISBN No: 978-81-930017-6-9)</i>
Conferences	:	<ol style="list-style-type: none"> 1. Vijay Joshi , Uttamkumar M Kinange & Vaibhav Deshpande (2023). Living with russia-ukraine war: like pandemic, has war become a new normal?. New horizon of business resilience for economical and sustainable growth, Chetan Business School in association with KPPGCA, Hubli 2. Vijay Joshi and Uttamkumar M Kinange (2020). Motivations for Consumers' Online Brand-Related Activities (COBRAs): Altruism vs. Reward. Two Days National Conference on "Recent trends in Economy, Business and Management" on 21st and 22nd June 2022 organised by: KIMS, Karnatak University, Dharwad 3. Vijay Joshi and Uttamkumar M Kinange (2020). Antecedents of Electronic Word of Mouth (eWOM), International conference on banking, financial services & insurance, national education society's Jawaharlal Nehru National College of Engineering, Shivamogga. 4. Vijay Joshi and Uttamkumar M Kinange (2020). Digital Marketing Strategies for Millenials, 13th International Conference on Marketing - Markcon 2020, IBA Bangalore 5. Vijay Joshi and Uttamkumar M Kinange (2020). Evoking Emotions from Tweets: Lexicon Based Method of Sentimental Analysis, 11th International Conference on Shifting Paradigm in Business, Economy and Society: Vision 2050 9-10 September, 2020 Faculty of Management,

	<p>Pacific University</p> <p>6. Vijay Joshi and Uttamkumar M Kinange (2020). Factors of Content Determining the Consumer Engagement on Twitter, 11th International Conference on Shifting Paradigm in Business, Economy and Society: Vision 2050 9-10 September, 2020 Faculty of Management, Pacific University</p>
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