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Ph.D. - Management Sciences - ANNA University Chennai | Visiting Academic, Duquesne University, Pittsburgh, PA, USA | Reviewer at International Journals | Associate Professor, Saintgits Institute of Management, Kottayam | UGC Net (Management) | Accredited Management Teacher (AIMA, New Delhi).

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Specialization : Marketing & Hotel Management

Cases published

1. *Five star hotels, are you losing good people? (ECCH, UK), Case and teaching note Reference no. 412-011-1 and Reference no. 412-011-8, 2011.*
2. *Social Entrepreneurship in the God's Own Country (ECCH, UK), Case & teaching note Reference no. 812-031-1 and Reference no. 812-031-8, 2012.*
3. *An Itch for Change: Challenges of Change Management for MamaBhasha Publications (GlobaLens, USA), Case and teaching note ID#: 1429310, 2013.*
4. *"Strategies for Managing Services Delivery Gaps & Service Recovery, Case in Advances in Business, Operations, and Product Analytics: Cutting Edge Cases from Finance to Manufacturing to Healthcare", Pearson FT Press, USA, 2015, Ch. 8, p. 83-94, ISBN 978-0-13-396370-0.*
5. *Small businesses, Big ideas - Global case studies in strategy, marketing, and entrepreneurship (first edition) Edited by Holly J. Hitzemann, Cognella, Inc, USA, ISBN: 978-1-63487-547-9, 2016, Case titled: "Social entrepreneurship in the god's own country" selected as an entry in strategic small business cases Asia (focus on India and China).p 199-214.*
6. *Blossom inners: Designing non sensual communication, for lingerie marketing, (IVEY Publishing, Canada) Case and teaching note, 2017, Product Number: 9B17A015.*

Journal Publications

1. *Thomas A. K., (2011), "Corporate Travel Arrangers as a Source of Room Business, for Luxury Hotels: An Exploratory Research at Kochi, Kerala", International Journal of Economic and Management Strategy (JEMS), (ISSN 2278-3636), 1 (1).*
2. *Thomas, A. K. and James, P. S., (2011), "Surrogate Buyers in Corporate Buying of Luxury Hotel Rooms", European Journal of Business and Management, (ISSN 2222-1905), Vol. 4 (13).*
3. *Thomas, A. K. and James, P. S., (2012), "Responsible & Sustainable Green Business Practices: An Empirical Case Study on Successful Luxury Resorts", Asia Pacific Journal of Management and Entrepreneurship (APJMER), (ISSN 2277-8098), Vol. 1 (3).*
4. *Thomas, A. K. and James, P. S., (2012), "Conceptual framework of value Co-creation", KPR International journal of Management, (ISSN 2278-6104), Vol. 1 (2).*
5. *Thomas, A. K., James, P. S. and Vivek, N., (2013), "Co-creating Luxury Hotel Services: A Framework development", Life Sci. J. (ISSN: 1097-8135), Vol. 10 (7).*
6. *Thomas A. K. and Sreelakshmi G.R., (2013), "Marketing Innovations Observed in Rural India: A Case Study Approach", Gurukulam Journal of Management Research (GJMR), (ISSN 2320-2238), Vol. 1(1).*
7. *Thomas A. K., (2016), Service delivery and recovery issues at the Oakwood hotels worldwide, Journal of management and entrepreneurship, (ISSN: 2229-5348), Vol. 10 (2).*
8. *Thomas, A. (2016). The Role of In-house Travel Arrangers on Purchase of Star Hotel Rooms: A Study with Reference to Kochi, the Commercial Capital of Kerala. Journal of Contemporary Research In Management, 10(4). (Research abstract).*

9. Thomas, A. K., (2016), "Trends in Management education: An Indian story", *Asian Journal of Research in Social Sciences and Humanities (ISSN: 2249-7315)*, Vol. 6 (4).

Contribution in edited volume

1. "New Global Economic Order: Challenges and opportunities", Research India Publication, New Delhi, 2009, p. 622-26, ISBN: 978-81-904362-9-8.
2. "Rural India in the New Millennium", Paramount publishing house, New Delhi, 2012, Chapter 8, p. 75-95, ISBN: 978-81-921579-1-7.
3. "Training Manual on Theeranaipunya - A Capacity Building Training Programme - Equipping the Fisherwomen Youth for the Future", Central Marine Fisheries Research Institute, Indian Council of Agricultural Research, 2016, Ch. 44 and Ch. 46, p. 263-66, P. 273-78.

Book publications

1. "Emerging trends in Marketing", Excel India Publication, New Delhi, 2013, ISBN: 978-93-82880-59-2 - Edited volume
2. "Theory of Marketing", Saintgits Institute of Management, Kottayam, 2014, ISBN: ISBN 978-93-5174-191-6 – Author
3. "Agri-Business and Rural marketing", Centre of Excellence, Kottayam, 2015, ISBN: 978-93-5235-068-1 - in print.

Papers presented at conferences : 7 International, 1 Doctoral Colloquium and 2 National conferences.

WORK EXPERIENCE

Total post M.B.A work experience : 19 years

Luxury Hotel Industry (Corporate sales) : approx. 10 years

Post Graduate Management teaching : approx. 9 years

April 2010 till date

Associate Professor, Saintgits Institute of Management, Kottayam, Kerala & Visiting Academic to Duquesne University Pittsburgh, PA, USA

- Handles Leadership programmes and other mentor programmes to select mentor student group of MBAs other than teaching assignments in Consumer Behaviour, Principles of Management & Services Marketing.
- Coordinator of Saintgits-Duquesne Academic program 2011, 2013 & 2014 in partnership with John F. Donahue Graduate School of Business, Pittsburgh, USA.
- Coordinated leadership programme of University of Massachusetts, Boston, USA for a select set of MBA students at SIM campus.
- Guided two student teams for Saintgits - California Institute of Technology, Pasadena, USA Product Design for the Developing World programme, Fall 2010.
- Guide to Regional champions - South zone NCMS 2011 and to first runners up National level NCMS 2011 conducted by AIMA, New Delhi.
- Supported and mentored the winning team of Duquesne students for the internationally acclaimed Aspen case competition 2013.

Special experience

- Management consultant to Seiko Instruments Inc., Japan.
- Conducts MDPs as the chair of Centre for Tourism & Sustainability, SIM, Kottayam.

Dec 2007 till April 2010 (2 years & 4 months)

Assistant Professor, SJ CET School of Management, Palai, Kerala

- Handled Marketing Management, Consumer behavior, Marketing Research Services Marketing and Information processing using computers for M.B.A graduates.

Special experience

- Successful placement coordination.

- Controlled both M G University and session examinations directly reporting to the principal.
- Developed syllabuses for Management subjects in Hotel Management for submission to MG University.
- Adjunct faculty to other business schools & Management consultant.

May 2004 till Dec 2007 (3 Years & 7 Months)

Account Director - Sales & Marketing, Le Meridien Cochin, Resort and Convention Centre, Cochin, Kerala.

- Promoted from the post of Sales Manager
- Departmental trainer
- Revenue management support role. Responsible for corporate business of the Hotel and for increasing the yield per room and average room rate. (ARR increased to Rs. 6350 in Dec'06 from Rs. 2750 mark; Room nights from 300 to a maximum of 1325 room nights in Dec'06 for the corporate segment.)
- Maintained excellent public relations with both in-house as well as corporate clientele.
- Reporting to Executive Assistant Manager and the General Manager
- Developed corporate markets and promotion strategies
- Forecasting analyzing and reporting
- Well versed with Sales Automation process of Starwood hotels

Special experience

- Managing room promotion through Idea cellular Limited and Airtel for in roamers of other networks to Kerala.
- Acquired multi skill training, operating as Manager on Duty, in the absence of General Manager.

July 2003 to April 2004 (1 Year)

Senior Sales and Marketing Manager, Gokulam Park Inn, Kochi, Kerala

- Headed and lead a five member sales team including a Sales Manager
- Was responsible for maximizing occupancies and revenue of the Hotel
- Networked and maintained excellent public relations with both in-house as well as corporate clientele in Kerala state.
- Liaison with press and advertising agency
- Reported to the General Manager and Director - Operations (South India)
- Developed corporate markets and promotion strategies

2001 July to June 2003 (2 Years)

Manager - Sales and Marketing, The Renaissance, Cochin, Kerala

- Headed a four member sales team
- Maximized occupancies of the Hotel and increased the yield per room and the ARR.
- Maintained excellent public relations with both in-house as well as corporate clientele.
- Worked with press and advertising agency
- Reported to the General Manager and Managing Director
- Developed corporate markets and promotion strategies in Cochin
- Account and Contact Management
- Created a loyalty program with more than 1000 members promoting four F&B outlets.

1999 April - June 2001 (2 Years & 2 Months)

Assistant Sales Manager, K. Raheja Group of Hotels, Bangalore, Karnataka

- Headed a nine member sales team in South India, the offices being in Chennai and Bangalore
- Was responsible in conjunction with the front office manager in increasing the yield per room
- Maintained excellent public relations with both in-house as well as corporate clientele.
- Liaison with press and advertising agency
- Reported to the General Manager and The Regional Sales Manager
- Developed corporate markets and promotion strategies for associate hotels in the group.
- Account and Contact Management. Competition Intelligence and Research

Special experience

- Joined K. Raheja group of Hotels as Executive - Sales and was later promoted to Asst. Sales Manager.
- Was instrumental in tariff planning and budgeting of rooms from corporate houses.
- Acquired multi skill training in front office operations and supported front office as Duty Manager from time to time.
- Designed special events and was head of planning in food festivals.
- Presented the Sales budget at Head Quarters for the Annual Sales Conference 2001-2002.

1998 Feb - 1999 March (1 Year & 2 Months)

Assistant Manager, Elite group of companies, Trichur, Kerala

- Developed new markets and promotion strategies
- Reported directly to the Managing Director
- Marketing research and marketing intelligence for the companies in the group.
- With the company during the second year of MBA for final academic project

1995 July to 1995 December (6 Months)

Team Member, Pepsi Co Restaurants International India Ltd., Bangalore, Karnataka

- Management Trainee

EDUCATION

Course	School/College	Board/University	Marks	Grade
Ph.D.-Management Sciences	Anna University Chennai	Anna University Chennai		
Master of Business Administration (M.B.A)	Berchmans' Institute of Management, S.B. College	Mahatma Gandhi University, Kottayam	1986/3000	First Class
Bachelor of Hotel Management	Christ College, Bangalore	Bangalore University	1731/2700	First Class
Pre-Degree	S.B. College Changanacherry	Mahatma Gandhi University	691/900	First Class
Secondary School Leaving Certificate	Kristhu Jyothi School, Changanacherry	Kerala Govt.	507/600	First Class with Distinction

PERSONAL

Sex : Male
Date of Birth : 21.06.1973
Marital Status : Married; and has two children
Spouse : Mrs. Siji Ajith, HSST - Chemistry, Kerala Government.
Father's Name : Late Prof. K.A. Thomas

AWARDS & RECOGNITIONS

- Reviewer at Cornell Quarterly (CQ), USA - a Sage publication.
- Reviewer at Journal of Services Marketing, UK.
- Reviewer at BPS Division towards the 2017 Academy of Management Meeting.

- Royalty earning case writer of Globalens, a case repository of Ross School of Business, University of Michigan, USA.
- Ph.D. from ANNA University, Chennai. (Anna University is a state and technological university - The thesis work is highly commended by both Indian and foreign examiners).
- Expert advisor on Syllabus revision 2014 - Christ University - BBM - Services Marketing.
- Member of the Board of Examiners for adjudicating the Ph.D. thesis - Bharathiar University.
- External Examiner - Viva Voce - MBA, MG University
- Examiner in the board of examiners - M Phil, M G University
- Chief Examiner in the board of examiner - MBA, M G University
- First certified AMT in Services Marketing in India by AIMA, New Delhi.
- UGC Net (Management) Qualified, University Grant Commission (U G C), New Delhi.
- Received the Faculty empowerment award 2011, instituted by Saintgits group of institutions, Kottayam.
- Rashtriya Gaurav Award, instituted by India International Friendship Society for meritorious services, outstanding performance and remarkable role.

PROFESSIONAL MEMBERSHIPS

- Member, All India Management Association (AIMA)
- Member, Travancore Management Association (TRAMA)
- Member, Kerala Management Association (KMA)
- Member, AIMS.

REFEREES

1. Dr. P. James, Professor, TAPMI, Manipal, Karnataka.
Tel: +919483210134.
<http://www.tapmi.edu.in/tapmiprofiles/index.php/faculty/profile/6>
2. Dr. Stephen Mathews, Director, SB College, Changanacherry, Kerala.
Tel: +919847163920.
<http://www.linkedin.com/pub/stephen-mathews/28/579/809>



Kottayam

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