

# Dr. Krishnabhaskar Mangalasserri

- Marketing & CSR Professional / Academic
- Leadership & Strategy consultant
- Ph. D in Marketing Communications / Double Masters

---

**Address** PO Box : 183173, Dubai. UAE  
**Phone** +971 586754448 (UAE) / +919633401102 (India)  
**E-mail** [krishnabhaskar.mangalasserri@gmail.com](mailto:krishnabhaskar.mangalasserri@gmail.com)  
**LinkedIn** <https://www.linkedin.com/in/krishnabhaskarmangalasserri>  
**Wikipedia** [https://en.wikipedia.org/wiki/Krishnabhaskar\\_Mangalasserri](https://en.wikipedia.org/wiki/Krishnabhaskar_Mangalasserri)

---

## Skills

Corporate Social Responsibility (CSR)	●●●●●	Excellent	Event Planning	●●●●○	Very Good
Marketing & Communications (Marcom)	●●●●●	Excellent	Academic Research	●●●●○	Very Good
Academics & Education	●●●●●	Excellent	Staff Management	●●●●○	Very Good
Brand Building	●●●●●	Excellent	Crisis Management	●●●●○	Very Good
Public, Corporate & Media Relations	●●●●●	Excellent	Budgeting	●●●●○	Very Good
Partnerships	●●●●●	Excellent	Education	●●●●○	Very Good
International Marketing	●●●●●	Excellent	Talent Acquisition & Retention	●●●○○	Good
Social Media	●●●●●	Excellent	Merchandising	●●●○○	Good
Strategic Communications	●●●●●	Excellent	Press releases	●●●○○	Good
Public Speaking	●●●●●	Excellent	Publication	●●●○○	Good
Creative Thinking	●●●●●	Excellent	Seminars	●●●○○	Good
Content Development	●●●●●	Excellent	Strategy Planning & Development	●●●○○	Good
Project Management	●●●●○	Very Good	Team Training & Development	●●●○○	Good

## Work History

### Experience as a Corporate

2021-01 - till date

**Hon Director – Marketing Communication & CSR – Organic BPS – Kerala**

- Handling all Marcom and CSR coordination of the 22 year old Marcom and purpose branding agency based out of Kerala, Chennai and Bangalore
- Especially its CSR initiative Greenstorm foundation and its global photography contest and award.

This is also where I began my Marketing communication career in 1999.

2017-01 to 2021-01

**Global Head of Aster Volunteers (Corporate Social Responsibility)  
Aster DM Healthcare, Business Bay, Dubai, UAE**

---

- 
- Founder head of Aster Volunteers, Nonprofit & Philanthropic arm of Aster DM Healthcare.
  - Successfully Integrating Marcom Strategies & CSR Strategies and turning Aster Volunteers into the Company's marketing USP.
  - Responsible for creating brand "Aster Volunteers" and implementing an approach to CSR that complements business strategy in areas of corporate responsibility and employee volunteerism.
  - Lead development, management and execution of DM Healthcare's corporate social responsibility programs domestically and globally in 10 countries managing 15M Budget.
  - Lead planning and execution of corporate & charitable events and PR engagements, took the brand to international CSR and Marcom awards including Arabia CSR awards and International hospital federation awards.
  - Identified and developed partner relationships, enabling CSR footprint expansion into new regions and maximizing impact within communities in which CSR programs were implemented
  - Developed, tracked, and documented corporate programs across the globe taking accountability, managing marketing communication, and stakeholder engagement.
  - Leading the group crisis management teams strategically and on the ground during various interventions in Jordan, Somalia, Kerala floods and the current Covid 19 battle which saw more than 3000 plus doctors and paramedics in action, 2500 non-medical Aster volunteers in action delivering food and rations to more than 100000 people and screening more than 25000 Covid victims till 2020 May first week.
  - To know more visit [www.astervolunteers.com](http://www.astervolunteers.com) or [www.facebook.com/AsterVolunteers](https://www.facebook.com/AsterVolunteers)

**2014-03 to 2020-03**

**Co-Founder, Head of Communications ( part time )**

**Digifactory Marketing & Aim2Aim Talent, Ernakulam, India**

- Developed high-impact creative & strategic Press Junket (Film Promotion) and digital marketing projects from concept to completion, includes press releases, advertising campaigns, merchandising, franchising, media and interviews, trailers and other promotional content.
- Orchestrated 360 marcom for Super-Hit Malayalam Films - Neram, Premam, OSO, OVS Monsoon Mangoes and Action Hero Biju, Leela and Olappeppi.
- Co-founded and been part of the growth of Aim2Aim talent management as Kerala's best model management and cinema/ advertising casting agency

**1999-12 to 2003-02**

**Advertising & Public Relations Executive**

**Organic BPS Advertising, Kochi & Chennai, India**

- Created and presented media, advertising and PR packages to prospective & existing customers.
  - Oversaw content for press releases, social media, company literature, editorial calendars, articles, announcements and media kits.
  - Communicated regularly with Marketing Managers from client organizations for daily marketing communications and provided strategic planning for accounts.
  - Liaised between Agency Team and Client Marketing representatives to resolve issues and maintain satisfaction.
  - Worked closely with client marketing department to create targeted advertising strategies for key customer demographics
-

---

## Experience as an Academic

<b>2022-08 – till date</b>	<b>Director – Office of student affairs &amp; Associate professor in Marketing</b> University of Stirling -Ras Al Khaimah campus -UAE
<b>2021-02 to 2022-07</b>	<b>Visiting faculty</b> City University College of Ajman - Ajman UAE & Skyline University Sharjah
<b>2021-03 to 2022-01</b>	<b>Adjunct Faculty</b> University of West London RAK campus
<b>2010-07 to 2016-11</b>	<b>Assistant Professor (Sr Grade) &amp; Head of Corporate Relations &amp; branding</b> FISAT B School - Ernakulam
<b>2007-01 to 2010-06</b>	<b>Senior Faculty &amp; Head Industry-Institute Relations</b> ICFAI B School Ernakulam / Hyderabad
<b>2003-05 to 2007-01</b>	<b>Asst professor &amp; Campus placements head</b> SCMS B School - Ernakulam

---



## Education

---

<b>2010 -2019</b>	<b>Ph.D.: Advertising &amp; Marketing Communication</b> MS University – Tirunelveli and equivalency certificate obtained from the ministry of education UAE Topic “Product Placements in Tamil Cinema as a MarketingCommunication Strategy”
<b>2001-2003</b>	<b>Master of Marketing Management</b> Annamalai University - Tamil Nadu, India
<b>2000-2001</b>	<b>Postgraduate Diploma: Human Resource Management</b> Pondicherry University - Pondicherry, India
<b>1997-1999</b>	<b>Master of Business Administration</b> Madurai Kamaraj University - Tamil Nadu, India



## Research Articles Published

- “The impact of Brand counterfeiting on consumer behavior in the fashion sector “ coauthored and scheduled to be published in the Turkish Journal of physiotherapy and rehabilitation in October 2021
- “The impact of Marketing practices on NGO performance , The PESTEL model” , coauthored and published in the Turkish online Journal of qualitative enquiry July 2021
- "Effectiveness of product placements in Tamil cinema" in "International Journal of Management & Social sciences research review" on Jan 2018
- “Effectiveness of product placements in Tamil cinemas in Tamilnadu” in International journal of Business and Administration research review on Feb 2018
- “Awareness on product placements among Tamil cinema viewers” in International journal of pure and applied mathematics vol 119, 2018
- "From CAR to CAS - a study of client agency relationship in advertising" in "CMRD Journal of Management Research" on June 2006
- "Invading the content - A study on product placements in India" in "Journal of Marketing & Communication" on Aug 2006

- "Crouching audiences, hidden products" in "Indian Journal of Marketing" on Aug 2006
- Hire the star, Rent a bathtub - A study on celebrity endorsements in India" in "ICFAI Advertising Express" on Jul 2006
- "Advertising and recession-why should it co-exist?" in "Advertising Express" on Feb 2008



## Courses taught so far

**Marketing Specialization:** Marketing Management / Principles of Marketing, Marketing Research, Integrated Marketing Communication, Advertising and Sales Promotion, Consumer Behavior and Sales Management, Media and media planning, TV and production , Digital Marketing, Media management , new media and old media mix , public relations in the new age , Fundamentals of PR , Sales promotion , Tourism marketing

**Management Specialization:** Strategic management, International Business, Leadership and Organizational Creativity, Management and Organizational Behavior, Negotiation Skills, Organization Theory and Design, Organizational Behavior, Principles of Management, Small Business Management, Business ethics

**HRM Specialization:** - Compensation and Benefits Management, Employees Training and Development, Human Resource Management, Staffing & Techniques for Employee Selection and Strategic Human Resource Management

**Healthcare / Hospital Management Specialization:** -

Healthcare Marketing, Hospital and Healthcare Practices, Principles and Practices of Health Administration, Principles and Practices of Hospital Management, Public Health Administration and Quality Management in Healthcare



## Literary & Artistic Works

- Playwright - Two award winning dramas one titled "Mukhammoodikal" and another one titled "Aakashathile Paravakal"
- Co-writer and chief creative contributor of "Ashablack", Malayalam feature film and "Narumughai", a Malayalam / Tamil bilingual film that won critical acclaim
- Author of Malayalam novel - "Hiranyagarbham" which bagged the Kerala Panthirukalam awards at the Kerala Sahitya Akademi on 27 August 2016
- Guest speaker at the esteemed Sharjah International Book Fair (SIBF) 2016 where a whopping 400 plus copies of Hiranyagarbham were sold
- Writer & Director of the much-appreciated Short feature film 'Innalelolam' which depicted old age issues with Alzheimer's and dementia
- Writer of critically acclaimed and award winning shortfilm " Sethivinte kanakkpustakam"
  - Acted in 5 Malayalam commercial films and more than 15 Advertisements.