

**Dr. C.P.LOHITH**

Affiliation Assistant Professor  
 Department of Mechanical Engineering  
 Siddaganga Institute of Technology  
 Tumakuru-572013

Contact: 9342227158 / 9901788726

Email: lohithcp@sit.ac.in

Vidwan ID: 91159

Scopus ID: 57079200500

OrcID: 0000-0002-3321-3980

Faculty ID: SIT0133

**Education**

	Degree	Year	Institute	Specialization
1	PhD	2017	Indian Institute of Science	Strategic Marketing & Innovation
2	ME	2003	Nettur Technical Training Foundation	Product Design & Engineering
3	BE	1999	Siddaganga Institute of Technology	Mechanical Engineering

**Professional Experience**

	Date (from-to)	Designation	Organization
1	1 <sup>st</sup> Sept 2003-till date	Assistant Professor	Siddaganga Institute of Technology
2	1 <sup>st</sup> July 2002 – 30 <sup>th</sup> Aug 2003	Project Assistant CPDM, IISc	Indian Institute of Science

*(Please fill in reverse order. Current designation should be at the top)*

**Positions held**

*(Please give details of any administrative posts, co Ordinator roles/ responsibilities held)*

1. Deputy Warden in the SIT Group of Hostels, SIT, Tumakuru from April 2007 to July 2013.
2. Departmental Placement Coordinator from Sept 2003 to June 2013.
3. Faculty Coordinator of Entrepreneur Development Cell-SIT, since 2008.
4. Faculty Coordinator, MSME-Business Incubator, since 2017
5. Faculty Coordinator, Siddaganga TBI, since 2017

**Affiliations of Professional organizations**

- Life Member –Indian Institute of Metals

#### Awards and Honors

- Received best paper award for the paper titled “Design & Development of a Body-Blended Carrier Box for a Moped used in Urban areas by Product Design Methodology”, PMGQ-2005 at Thiagarajar College of Engineering, Madurai, Tamil Nadu, 2<sup>nd</sup> to 3<sup>rd</sup> May 2005.
- Received best paper award for the paper titled “Strategic Marketing and Innovation performance of Indian MSMEs”, PICMET 2015(Portland International Conference for Management of Engineering & Technology, Portland, Oregon, USA, 2<sup>nd</sup> to 6<sup>th</sup> Aug 2015.

#### Courses Taught

##### Undergraduate Courses

- Product Design & Manufacturing
- Engineering Design
- Total Quality Management
- Entrepreneurship Development
- Project Management
- Computer Aided Engineering Drawing
- Computer Aided Machine Drawing
- Integrated Product Design & Intellectual Property Rights
- Management & Entrepreneurship
- Innovation & Design Thinking

#### Research Areas

- Product Design & Engineering, Strategy & Innovation, Entrepreneurship, Total Quality Management & Incubation

#### Sponsored Projects

##### Ongoing Projects:

1. **Title: NIDHI Inclusive Technology Business Incubator**  
**Funding Agency: DST, Govt. of India**  
**Amount: 498 Lakh**  
**Duration: 3 years**  
**Role: Principal Investigator**

##### Completed Projects:

1. **Title: Technology Business Incubation Centre**  
**Funding Agency: KCTU, Govt. of Karnataka**  
**Amount: 42.72 Lakh**  
**Duration: 3 Years**  
**Role: Principal Investigator**

### Journals

- Lohith C.P, R.Srinivasan, Rajeshwar S Kadadevaramath, S Shrisha “Strategic Marketing and Innovation Performance of Indian MSMEs” , *IEEE Explore*, Vol 24<sup>th</sup> , pp 127-133, 2015
- Lohith C.P,R.Srinivasan, Rajeshwar S Kadadevaramath, S Shrisha “Innovation and Marketing Strategy for Medium Enterprises- An Indian Study”, *EuroMed Journal of Business*, Vol 8<sup>th</sup>,pp 1914-1926, 2015
- Lohith C.P,R.Srinivasan, Rajeshwar S Kadadevaramath, S Shrisha “Innovation & Strategic marketing the keyfactors: A literature review on Indian Micro Small Medium Enterprises”, *International Journal of Business and Systems Research*, Vol 12,No.1Pp 53-68,2016
- Lohith C.P,R.Srinivasan, Rajeshwar S Kadadevaramath, S Shrisha “Innovation the key to success: A Literature review on Indian MSME’s” , *Indian Journal of Science and Technology*, Vol 10(11), pp 1-5,2017
- Lohith C.P R.Srinivasan, “Indian MSMEs-Need for Improved Innovation Performance”, *Consulting Ahead, Ministry of Science & Technology, GoI*, Vol 12-Issue 1, 2018
- Lohith C.P ,Varshitha B, Chandana S, R.Srinivasan , “A Study on Entrepreneurial Orientation and Innovation on Indian Start-ups - A Literature Review”, *International Journal of Enhanced Research in Management & Computer Applications*, 2319-7471, Vol. 11 Issue 2,2022

### Conference Proceedings

- Lohith C.P, R.Srinivasan, Rajeshwar S Kadadevaramath, S Shrisha, “Strategic marketing and innovation performance of organizations : a study on Indian MSMEs” , *International conference (NASMI-North American Society for Marketing in India) 2014*, Great Lakes Institute of Management ,Chennai. 3<sup>rd</sup> & 4<sup>th</sup> Dec 2014
- Lohith C.P, R.Srinivasan, Rajeshwar S Kadadevaramath, S Shrisha, “Impact of Innovation & Strategic Marketing on Indian MSMEs”, *Transnational Entrepreneurs and International SMEs in Emerging Economies: Drivers and Strategies*, Indian Institute of Management,Bangalore (IIMB). May 2015
- Lohith C.P, R.Srinivasan, Rajeshwar S Kadadevaramath, S Shrisha, “Strategic Marketing and Innovation Performance of Indian MSMEs” , *PICMET 2015(Portland International Conference for Management of Engineering & Technology*, Portland, Oregon, USA, 2<sup>nd</sup> to 6<sup>th</sup> Aug 2015
- Lohith C.P, R.Srinivasan, Rajeshwar S Kadadevaramath, S Shrisha, “Innovation and Marketing Strategy for Medium Enterprises- An Indian Study”, *8<sup>th</sup> Annual EUROMED Academy of Business Conference*, Verona, Italy, 17<sup>th</sup> to 18<sup>th</sup> Sept 2015
- Lohith C.P, R.Srinivasan, Rajeshwar S Kadadevaramath, S Shrisha, “Innovation the key to success: A Literature review on Indian MSME’s” , *AMMMT-2016 Siddaganga Institute of Technology*, Tumakuru, 23<sup>rd</sup> -24<sup>th</sup> Sept 2016

- Lohith C.P R.Srinivasan, “Impact of Social Media on Consumer Behavior in Tourism Industry of Karnataka”, *National Conference on “Marketing in the Age of Digitalization and Disruption* at Ramaiah Institute of Management, Bangalore, 12<sup>th</sup> Aug 2021
- Lohith C.P R.Srinivasan, “Impact of Digital Marketing on a Start-up - A Literature Review”, *National Conference on “Marketing in the Age of Digitalization and Disruption* at Ramaiah Institute of Management, Bangalore, 12<sup>th</sup> Aug 2021
- Lohith C.P , “Empowering Rural Indian Women to become an Entrepreneur –A Literature Review”, *International Conference on “Women Entrepreneurs from Grassroots to Global* organized by EDII Ahmedabad in association with Ministry of MSME, GoI, 24<sup>TH</sup> & 25<sup>TH</sup> Feb 2022
- Lohith C.P , Varshitha B, Chandana S, R.Srinivasan, “Impact of Entrepreneurial Orientation on Indian Startups”, *International Conference on recent Trends in Mechanical Engineering* held at Siddaganga Institute of Technology ,Tumakuru, 24<sup>th</sup> & 25<sup>th</sup> June 2022
- Lohith C.P , Varshitha B, Chandana S, R.Srinivasan, “A Study on Entrepreneurial Orientation and Innovation on Indian Start-ups - A Literature Review”, *International Conference on Recent Trends in Mechanical Engineering-2022* held at Siddaganga Institute of Technology ,Tumakuru, 24<sup>th</sup> & 25<sup>th</sup> June 2022
- Lohith C.P, “Innovation and entrepreneurial orientation – the key influencers on Indian Start-ups- A literature review”. *International Conference on Recent Trends in Mechanical Engineering-2023* held at Siddaganga Institute of Technology ,Tumakuru, 3<sup>rd</sup> & 4<sup>th</sup> March 2023
- Lohith C.P, “Indian startups- issues, challenges and opportunities”, *International Conference on Recent Trends in Mechanical Engineering-2023* held at Siddaganga Institute of Technology ,Tumakuru, 3<sup>rd</sup> & 4<sup>th</sup> March 2023

## Books

- “Strategic Marketing and Innovation for Indian MSMEs” Published by Springer International in March 2017.
- “Innovation the key factor for the success of an organization: A study on Indian MSMEs: published by LAMBERT Academic Publishing, Germany in June 2017
- "Enhancing the Competitiveness of Indian MSMEs through Innovation" published by LAMBERT Academic Publishing, Germany in Feb 2018.
- “Knowledge Management and its impact on Industrial Design Process” published by LAMBERT Academic Publishing, Germany in Sept 2019.

## Invited Lectures, talks and workshops

1. “Entrepreneurship, creativity and innovation”, FDP on Entrepreneurship sponsored by DST-NIMAT (NSTEDB), SDMIT, Ujire 12<sup>th</sup> March 2014.
2. “Entrepreneurship process, innovation and marketing opportunities”, EAC sponsored by DST-NIMAT (NSTEDB), Jain University, Bengaluru, 9<sup>th</sup> Feb 2015.
3. "Role of entrepreneur in building nations economy, Role of innovation in entrepreneurship and Frugal Innovation and its impact on the society" at Centre for Incubation, Innovation, Research and Consultancy (CIIRC), a joint initiative between Sri Sringeri Sharada Peetham, Sringeri and Jyothy Institute of Technology (JIT), Bengaluru, on 22<sup>nd</sup> July 2017.
4. "Creativity and Innovation, Innovation and Entrepreneurship, Frugal Innovation and it's need and Need of New product development in Entrepreneurship" at Centre for

Incubation, Innovation, Research and Consultancy (CIIRC), a joint initiative between Sri Sringeri Sharada Peetham, Sringeri and Jyothy Institute of Technology (JIT), Bengaluru on 29<sup>th</sup> Aug 2017.

5. "Role of innovation in entrepreneurship and Frugal Innovation and its impact on the society" at Centre for Incubation, Innovation, Research and Consultancy (CIIRC), a joint initiative between Sri Sringeri Sharada Peetham, Sringeri and Jyothy Institute of Technology (JIT), Bengaluru, on 3<sup>rd</sup> Nov 2018.
6. "Strategic Marketing and Innovation for Indian MSMEs" at Centre for Incubation, Innovation, Research and Consultancy (CIIRC), a joint initiative between Sri Sringeri Sharada Peetham, Sringeri and Jyothy Institute of Technology (JIT), Bengaluru, on 13<sup>th</sup> Nov 2018.
7. "Challenges & Strategies on Brand Building" FDP for Women Entrepreneurs, organised by EDII, Bengaluru in association with WALMART at Gandhi Bhavan, Bengaluru on 18<sup>th</sup> December 2018.
8. "Process of starting a Business and the concept of Intrapreneurship" for Entrepreneurship Awareness Camp sponsored by VTU-TEQIP at Tondarya College of Engineering, Gadag on 26<sup>th</sup> April 2019.
9. "Basics of entrepreneurship & Business plan preparation" for virtual TEDP Program on Food Technology from 19<sup>th</sup> January 2021, sponsored by NSTEDB, Department of Science & Technology (DST), New Delhi at Jyothy Institute of Technology In Association with Centre For Incubation, Innovation, Research and Consultancy & Atal Incubation Centre- Jyothy Institute of Technology Foundation, Bengaluru.
10. "Idea Generation and Design Thinking" for 2-days National webinar on "Responsibilities of Stakeholders in the changed scenario of education" organized by Aurobindo College, Bengaluru on 30<sup>th</sup> June 2021.