

Faculty Profile

Name: **Mohandas J Menon**
Designation: Associate Professor
Teaching Areas: Marketing
Research Interests: Retail Management
Education: Ph.D., University of Madras, Chennai, 2010
Masters Degree in Marketing Management, University of Mumbai, 1986
Post -Graduate Diploma in Marketing and Sales Management from FMS, University of Delhi, 1980
M.Sc. (Psychology), University of Madras, June 2012
LLB, University of Mumbai, 2012
M.A (Sociology), University of Madras, December 2014
LLM (Torts & Crimes), Acharya Nagarjuna University, December 2015
Post-Graduate Diploma in International Business, Acharya Nagarjuna University, December 2016



Professional Experience: (43 Years)

1. Since 2006: IFHE, IBS Hyderabad
2. 2005-2006: Super Doll Trailer Manufacturing Company at Dar-es- Salaam, Tanzania
3. 2000-2005: MM Rubber Ltd, India.
4. 1991-1999: FotoMagic Llc , Sultanate of Oman

Research / Selected Publications:

1. Menon,MJ., Mahesh K Soma and Aviral K Tiwari,"A Case Study on Hindalco's 'Everlast' Aluminium Roofing Sheets Communication Strategy" –*International Case conference (IICC)-ICBM-School*, December,2016
2. Menon,MJ., and Bashyakar., "Boss-Subordinate Relationship"-Management Lessons From Holy Gita And Mahabharata, *ITM Journal of Management Research* Aug-13, 77-83.
3. Menon, MJ., and Bashyakar. (2010), "Building Trust in Organization," *Sona Global Management Review*, 4, 2, 27-32.
4. Menon, MJ., and Mani, R. (2007), "Galaxy Sleepcare Limited," *The Icfai Journal of Marketing Management*, 6, 4, 66-75.
5. Menon, MJ., and Mani, R. (2007), "Air Deccan, Empower Every Indian to Fly," *Marketing Mastermind*, 7, 1, 57-62.
6. Menon, MJ., and Mani, R. (2007), "Makes More Car Sense," *The Icfai Journal of Consumer Behavior*, 2, 1, 66-78.