

Faculty Profile

Name: **Sriram Soundararajan**

Designation: Associate Professor

Teaching Areas: Strategy
Marketing
Brand Management

Research Interests: Business Strategy
Marketing
Brand Management
Intellectual Property laws

Education: PhD in Management (Pursuing)-JKLU University-Institute of Management
MIPL (Masters in Intellectual Property Laws), School of Law, IGNOU, 2012
B.Com (Delhi University)



Professional Experience (30 Years)

1. Since 2010: IFHE, IBS Hyderabad
2. 2003-2010: IBS Chennai, India
3. 2001-2003: LIBA, India
4. Corporate Experience – 18 Plus Years

Research/Selected Publications

1. Deepika. And Rajann, S. (2011), "Nano's Revival Strategy: A Platform for Further Innovation," *Marketing Mastermind*, 11, 54-58.
2. Jayalakshmi. And Rajann, S. (2009), "Indian Premier League or Indian Profit League-Cricket in the Game of Marketing – Will the Model Work," *ITM Journal*, 2, 3, 23-26.
3. Jayalakshmi. And Rajann, S. (2008), "Climate Change and Sustainable Development in India," *Global CEO*, 3, 39-44.