

Faculty Profile

Name: Jitesh Nair
Designation: Assistant Professor
Teaching Areas: Marketing & Strategy
Research Interests: Social Marketing, Social Entrepreneurship, Future of Work
Education: Ph.D., (Pursuing) IFHE Deemed-to-be University, Hyderabad
PGDBA, Dr. N. S. Kolla School of Business, Visakhapatnam, 1999



Professional Experience (20 Years)

1. Since 2018: IBS Case Research Center, The ICFAI Foundation for Higher Education, Hyderabad
2. 2008-2018: GD Research Center Pvt. Limited (GDRC), Hyderabad
3. 2004-2007: ICFAI Center for Management Research (ICMR), Hyderabad
4. 2002-2003: ITM Business School, Hyderabad
5. 2001: E. Merck (I) Ltd., Hyderabad

Research / Selected Publications:

1. Nair, Jitesh, and Bitra Vasudev, "Dettol co-created with Moms': Driving customer-centric innovation"; *BusinessLine on Campus*, 08 August 2020.
2. Purkayastha, Debapratim, and Nair, Jitesh, "Zomato can gain by working with restaurants on revenue management"; *BusinessLine on Campus*, 09 December 2019.
3. Nair, Jitesh, "Blockchain technology startups get nearly 50 pc of early stage global VC funding in 2017: report"; *Economic Times CIO*, 27 March, 2018.
4. Meenakshisundaram, Ramalingam, and Nair, Jitesh, "Caselets - A versatile tool for Management Teachers and Trainers"; *Case Folio*, June 2006.
5. Meenakshisundaram, Ramalingam, Nair, Jitesh, et al. "Industrial Marketing (Text Book)"; *Icfai University Publications*, March 2006.