

Faculty Profile

Name: Dr. Mohandas J Menon

Designation: Associate Professor

Teaching Areas: Marketing

Research Interests: Retail Management

B2B

IMC

Education: Ph.D., University of Madras, Chennai, 2010
Masters Degree in Marketing Management, (JBIMS)
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



Research/Selected Publication:

1. Menon, MJ, Mahesh K Soma, Debapratim Purukayastha and Navarun Roy, "SellMed Online: Selling to Corporate Clients, ICMR , IBS Center for Management Research, MKTG/401, June 2018.
2. Menon, MJ. and Ajeet Jain, " Applying Fuzzy Logic and Semantics Methods for Strategic Marketing", Presented paper at 7th IBS Conference on Marketing & Business Strategy (ICOMBS-2017), September 9th, 2017.
3. Menon, MJ., Mahesh K Soma and Aviral K Tiwari, "A Case Study on Hindalco's 'Everlast' Aluminium Roofing Sheets Communication Strategy," Presented at International Case Conference (IICC)-ICBM-School, December, 2016 and Published in IMT Ghaziabad Case Journal, Jan to June 2017.
4. Menon, MJ, and Bashykar, "Boss-Subordinate Relationship – Management Lessons from Holy Gita and Mahabharata," ITM Journal of Management Research Aug-2013, 77-83.
5. Menon, MJ, and Mani, R. (2007), "Galaxy Sleepcare Limited," The ICFAI Journal of Marketing Management, 6, 4, 66-75.