

Faculty Profile

Name: Dr. Sriram Soundararajan

Designation: Associate Professor

Teaching Areas: Business Strategy
Business Ethics and Corporate Governance
Brand Management

Research Interests: Business Strategy
Marketing
Brand Management
Intellectual Property laws

Education: PhD in Management –JKLU University-(Pursuing)-
Institute of Management-2016
MIPL (Masters in Intellectual Property Laws), School
of Law, IGNOU, 2012
B.Com (Delhi University)1982



Research/Selected Publication:

1. Sriram Soundararajan and Upasana Singh , (2018),” OB and Women Executives in Corporate India - Case Study– 4G International Conference - (February)- 2017-JKLU-(JK Lakshmi Pat University) - Institute of Mgmt./ISTD/ Cambridge S.A. Forum
2. Sriram Soundararajan, (2014),” A Product Based Branding Strategy – Bajaj Auto – Will it work?” - ICSC- (International Case Study Conference) Malaysia – (August) - 2014 - Kuala Lumpur –Malaysia (This Case was uploaded in the Case Center –UK in 2016)
3. Deepika. and Rajann, S. (2011), “Nano’s Revival Strategy: A Platform for Further Innovation,” Marketing Mastermind, 11, 54-58.
4. 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.
5. Jayalakshmi. and Rajann, S. (2008), “Climate Change and Sustainable Development in India,” Global CEO, 3, 39-44.