

Faculty Profile



Name: Bharathi S Gopal

Designation: Sr. Assistant Professor/Associate Dean/Area Coordinator - Marketing, Coordinator - Case Research Centre & Digital Ambassador Activity

Teaching Areas: Marketing and Strategy

Research Interests: Marketing, Social Marketing, Consumer Psychology

Education: B.Sc., MBA, M.Phil., UGC-NET, Ph.D

Research/Selected Publication:

1. Book Chapter on Digital Transformation of Street Vendors;
The chapter was the outcome of a funded action research project