

# **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