



Profile

Dr. S. Sai Ganesh is a Professor of Marketing, Strategy, and Brand Management with over 26 years of academic experience. He has contributed extensively to teaching, research, and academic leadership.

He has authored more than 20 research papers in reputed journals and presented over 25 papers at national and international conferences. His expertise and scholarly contributions are further recognized through his service on the editorial boards of leading international journals published in India, Nigeria, and the USA. As a doctoral mentor, Dr. Sai Ganesh has successfully guided four Ph.D. scholars to completion and is currently supervising five more. He also serves as a member of thesis evaluation and doctoral committees across several reputed universities.

Dr. Sai Ganesh has served as Chairman of the Board of Studies at Dayananda Sagar Business School (2020–2023) and a representative for both Thiruvalluvar and Anna Universities on academic committees.

His dedication to academia has been recognized with the prestigious “Teaching & Research Excellence Award” by EMG – SSM Trust under the Global Academic Excellence initiative. Beyond academic leadership, he has designed and coordinated several Management development Programmes (MDPs) and Faculty Development Programmes (FDPs), sharing his expertise with professionals and educators.

Dr. Sai Ganesh actively contributes to curriculum development. His diverse research interests are centered on topics like Advertising & Branding, Services Marketing and Consumer Behavior.

Teaching: Strategic Management, Marketing, Advertising & Branding.

Research

Refereed Journal Publications

- Bagali, M. M., Sai Ganesh, S., & Nagarathna, M. (2025). ESG and green marketing practices in consumer electronics retailing: A configuration framework model. *International Journal of Environmental Sciences*, 11(19s), 601–613. **(Scopus)**
- Sumit Saha & SaiGanesh, S, “Diesel Car Ban By 2027 In India: A Disruptive Decision for The Existing Business Environment Factors”, *JIMS8M The Journal of Indian Management & Strategy*, 30(2):61-64, DOI: 10.5958/0973-9343.2025.00021.4 **(Web of Science)**
- SaiGanesh, S., Bagali, M. M., & Jayashree, N. (2025). “Environmental Impact of Textile Waste”, *Asian Textile Journal*, Vol. 34(5). pp. 53-57 **(Scopus)**
- SaiGanesh, S. Mohandhas, B, Parameswaran, R (2025), “Investment Behaviour of Individual Investors in Bangalore City: A Study on Preferences, Risk Appetite, and Decision-Making Factors”, *International Journal of Multidisciplinary Research in Science, Engineering & Technology*, Vol. 8 (5), DOI:10.15680/IJMRSET.2025.0805261
- Bagali, M. M., SaiGanesh, S., & Jayashree, N. (2025). Perspectives on analysis regarding the impact of online teaching and higher education: Strategies and perspectives for future readiness. *PEGEM Journal of Education and Instruction*, 15(2), 190-197.
- Kiran Suraj, S., Chakraborty, A., Kumar, C., Bagali, M. M., SaiGanesh, S., & Ganji, J. B. (2025). Understanding the role of digital banking services in enhancing financial inclusion. *Journal of Information Systems Engineering and Management*, 10(15s)
- Shelat, A. K., Kumar, C., & SaiGanesh, S. (2025). Assessing CMMI Level 3 Adoption: Interview and Survey-Based Evidence from IT Organizations. *Journal of Information Systems Engineering and Management*, 10(2), 802–816
- Janis Bibiyana, D., Datta Khan, S., Surendra Nandam, S., Arun Kumar Kakani, S., Thirumagal Vijaya, M., & **SaiGanesh, S. (2025)**. Factors influencing consumer perception and attitude towards organized retail outlets. *European Economic Letters*, 15(1), 2896-2907. **(ABDC – C Category)**
- SaiGanesh et al, (2025), “The Future of Textiles: Woven with Intelligence, Reality, And Innovation”, *Asian Textile Journal*, Vol. 33-34. pp. 50-54 **(Scopus)**
- SaiGanesh, Sahitya H Patil (2025), “Consumer Adoption and Security Concerns In Digital Wallets And Mobile Payments”, *International Journal of Progressive Research in Engineering Management and Science*, 5(1), 1635-1638, DOI: 10.58257/IJPREMS38361
- Kusuma H S, & SaiGanesh. S (2025). Perception of women employees on quality of work life – A study on Bangalore urban hospitals. *VLEARNY Journal of Business*, 2(1), 10–17. <https://doi.org/10.5281/zenodo.14873873>
- Asha Sananth Kumar, Sreeleakha Prabhakaran, SaiGanesh (2024), “A Sustainable Model for Reviving Handicraft Entrepreneurship in India – The Case of Kinhal”, *The IUP Journal of Entrepreneurship Development*, Vol 21(4), pp.23-43
- Sai Ganesh, Kaveri C. S., & K. Jayapriya. (2024). Best Practices for Managing Employee Relations and Resolving Workplace Conflicts in The Manufacturing Sector. *IPE Journal of Management*, 14(27), 68-75. **(UGC Care)**

- S. Sai Ganesh, R. Parameswaran and Amulya Prasad Panda (2024). Jet Airways – The Rise and Fall of Aviation King, International Journal of Research in Commerce and Management Studies (IJRCMS) 6(6): pp 243-259
- SaiGanesh, S., & Mallikarjun, S. B. (2024). Tourism in India: A Land of Timeless Beauty and Endless Adventure. VLEARNY Journal of Business, 1(3), 33– 38. <https://doi.org/10.5281/zenodo.12594494>
- SaiGanesh, Amulya Prasad Panda & Shweta Tewari (2024), "Enhancing User Experience in Elevator Service – A Field Study", Journal of Xidian University, 18(4), pp. 78-83, doi.org/10.5281/zenodo.10924877 (UGC Care)
- SaiGanesh & Parameswaran (2024), "Brand Extension in the Era of Social Media: Leveraging User-Generated Content For Success", VLEARNY Journal of Business, 1 (2) 20-24, doi.org/10.5281/zenodo.10912693
- Sai Ganesh, Amulya Prasad Panda & Shweta Tewari (2024), "Navigating The Future: A Glimpse Into Emerging Technologies Shaping Our World", VLEARNY Journal of Business, 1 (1) 42-53, doi.org/10.5281/zenodo.10541300

Book & Book Chapters

- Nagaraj, A. (Capt.), Chakraborty, A., & SaiGanesh, S. (Eds.). (2025). Dynamic management perspectives in emerging India. Eureka Publications. ISBN: 978-81-19567-44-7. (Edited book for Eureka Publications)
- Bharti Ayer, Niranchana Shri, Dr. Nitu Ghosh and Dr. S. Sai Ganesh, (2024), "Women Empowerment and Achievements 4.0" - Putting Up Blocks Together Collection Of Case Studies On Women Empowerment, ISBN: 978-81-970102-4-8, <https://doi.org/10.59646/womenea/138>
- SaiGanesh (2023), "Vikatan Group: A Case On Successful Brand Extension Journey" – Transformations in Management: unlocking the recent perspectives and drifts pp.156-163 (ISBN 978-81-963834-0-4)

Thesis Publication

- "Audience Behaviour towards Television Advertisements", by Lambert Academic Publishing, Germany. November 2012, (ISBN 978-3-659-25278-5)

Patent Published

- *Published Patent titled "Opportunities and Challenges of Indian Enterprises when Applying Digital Marketing Tools in the 4.0 Industry Age", Application No. 202541046513, published in May 2025 by Intellectual Property India, Ministry of Commerce & Industry, Government of India.*

Conference Presentations

- *Role of Mobile Apps in Promoting ESG-Conscious Travel Behaviour, One Day International Conference on Harnessing Emerging Technologies for Sustainable Development: A Cross-Country Perspective in India, China, and Sri Lanka, August 9, 2025, organized by the Department of Commerce, PKR Arts College for Women, Erode Tamil Nadu, India.*
- Case titled, "Predicting Accident-Causing Behavior among drivers - A structural equation modelling approach using SmartPLS, 5th Case Writing Competition & Conference, 2025, Organized by: All India Management Association (AIMA) – India Case Research Centre

- Harnessing Technology for Rural Tourism Development in India, Two Days ICSSR-SRC Sponsored National Seminar on Empowering Rural Economies: Women Entrepreneurs Leading the Way to Viksit Bharat February 7-8, **2025**, organized by SRM Institute of Science and Technology, Chennai, India.
- A Comparative Study of Medical Tourism's Economic Benefits Across Indian States: Positioning Karnataka for Growth - International Conference on Industry 5.0 Contemporary issues in ESG and Net zero Carbon, December 13, **2024**, organized by International Institute of Business Studies, Bengaluru
- Changing Trends of Traditional Kinhal Crafts- A Qualitative Study – International Conference on Innovative and Sustainable Practices Business in the Digital Era, September 21, **2024**, MEASI Institute of Management, Chennai
- Bibliographical study of Incivility at Workplace – National Conference on future landscape of Sustainable Business Practices, April 25, **2024**, Rajalakshmi Engineering College, Chennai
- Development of Sustainable Innovative Startup in Competitive Business Ecosystem – National Conference on LEAP TECH, March **2024**, Dayananda Sagar University, Bangalore.
- “Sustainable Handicrafts – A Qualitative Study of Kinhal Crafts”, International Conference on Leveraging Contemporary Management Practices for Sustainable Development, December 22, 2023, Dayananda Sagar College of Engineering, Bangalore.

Faculty Development Programs / Workshops Attended

- Workshop on “Research Methods” on August 20 & 21, 2011, **Indian Institute of Technology – Madras**
- International Workshop on “Case Teaching and Case Writing”, 6th to 11th Nov 2006, conducted by **Indian Institute of Management, Kozhikode**

Linkedin

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