

## MBA - Faculty Profile



### **Prof. Mohan Srinivasan**

BE, MTech  
Professor of Practice  
SCMS-PG DSU

### **Brief Profile**

Prof. Mohan Srinivasan is an accomplished academic and practitioner in the fields of Information Technology and International Business, currently serving as faculty at the School of Commerce & Management Studies (SCMS), Dayananda Sagar University. With a career spanning over 30 years in the IT industry, predominantly in the retail and banking sectors, he brings a rich blend of practical insights and scholarly depth to his teaching and research roles.

Prof. Srinivasan earned his M.Tech in Industrial Engineering from the National Productivity Council, New Delhi — a program emphasizing systems efficiency, industrial processes, and continuous improvement. He also holds professional credentials as a PMP® certified Project Manager and an IBM-certified Senior Project Manager, demonstrating his capacity to lead technology-driven initiatives at scale.

In academia, Prof. Srinivasan has contributed to the broader intellectual community through presenting research at prestigious IIM campuses (Bengaluru and Nagpur), authoring two patents, and writing two case studies published at The Case Centre, UK — attesting to his ability to blend real-world relevance with rigorous pedagogy. His research agenda often explores topics at the intersection of digital transformation, technology adoption, and global business strategy.

At SCMS, he teaches courses in digital transformation, project management, information systems, and international business strategy. He also leads the Centre for Proficiency Enhancement (COPE) – Digital Transformation, where he stewards initiatives in experiential learning, AI, cloud technologies, and industry-academic collaboration. Beyond the classroom, Prof. Srinivasan mentors student in tech adoption, and engages with industry partners to ensure that curriculum remains cutting-edge.

Grounded in both theory and practice, Prof. Srinivasan is known for bridging the gap between academic rigor and business relevance — preparing students not only to understand technology, but to lead change in their organizations. His leadership, mentoring, and commitment to innovation make him a key pillar of SCMS's vision to develop digitally adept global business professionals.

### **Teaching**

- IT Specialization Subjects, International Business, Startup and Product Management,

### **Publications**

- **Case Studies**

1. The Rise and Fall of Paytm  
<https://www.thecasecentre.org/submission/portfolioProduct?id=203667>
2. USD 22 billion to zero valuation - can Byju's rise from the ashes?  
<https://www.thecasecentre.org/submission/portfolioProduct?id=208258>

- **Patents**

1. Patent no. IN820090462 Defensive Publication Method for parameter selection in a Web page/Portal using graphic user interface and receiving notifications <https://priorart.ip.com/IPCOM/000193306>.
2. Patent no. IN820100123 Defensive Publication Rules based Leadership Development Gap Analysis Tool <https://priorart.ip.com/IPCOM/000202394>

- **Conference Paper Presentations**

1. Reskill and reinvent: The new talent mantra held at Indian Institute of Management, Nagpur from November 17-19, 2022
2. Maritime Security: An Indian Perspective held at XIX International Conference on Public Policy & Management, The Centre for Public Policy at IIM Bangalore on August 27 - 29, 2024. <https://www.iimb.ac.in/PPP-XIX-2024/files/Book-Abstracts.pdf> “

- **Management development program**

1. Resource person for Management development program on Artificial intelligence (AI) led Transformation in global business environment for Industry professionals and faculty on 27th July 2024
2. Resource person for Management Development Program (MDP) on “Empowering Working Professionals with Generative AI in Business” on 30th August 2025.

### **Awards & Achievements**

1. Won excellence in business awards(EBA) at IBM.
2. Won Award for Leading Automation deployment for Practice Area at IBM.
3. Received appreciation from DSU for two consecutive years in recognition for outstanding dedication and meritorious service as a mentor for the trainees of Strides Pharma Science Ltd.
4. Received appreciation from Krupanidhi College of Management for participation as a resource person -expert speaker for FDP on the topic “Importance of Technology in Academics” on 23<sup>rd</sup> June 2025.

### **Contact Details**

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