

## Faculty Profile



**SURESH RANGANATHAN**

### **Brief Profile**

Dr. Suresh Ranganathan is a Professor of Marketing, Strategy, and Brand Management, with over 25 years of experience blending both industry expertise and academic excellence. His career has been marked by significant contributions to teaching, research, and academic leadership.

With more than 20 research papers published in renowned journals and over 45 presentations at national and international conferences, Dr. Suresh has established himself as a thought leader in his field. His expertise is further acknowledged through his role on the editorial boards of leading international journals across the Middle East, Africa, and Europe.

As a dedicated doctoral mentor, Dr. Suresh has guided numerous Ph.D. scholars to successful completion and is currently supervising six doctoral candidates. He also plays a key role in research evaluation and doctoral committees at several esteemed universities.

In addition to his academic leadership, Dr. Suresh has designed and coordinated various Management Development Programmes (MDPs) and Faculty Development Programmes (FDPs), sharing his wealth of knowledge with both professionals and educators. His contributions extend to curriculum development, ensuring that it stays relevant to current trends and market needs.

Dr. Suresh's research interests are wide-ranging, focusing on areas such as Consumer Behavior, Strategy, Digital Marketing, Brand Management, Services Marketing, and International Business. In his teaching role, he covers a diverse set of subjects, including International Business, Modern Marketing, Marketing Management, and Digital Marketing.

### **Linkedin**

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