

MBA - Faculty Profile



Dr Vasudevan Sundararajan

PhD in Management

Professor

SCMS-PG DSU

Brief Profile

Dr.S. Vasudevan is an Adjunct Professor in SCMS-PG DSU. He is a specialist in quantitative marketing, strategic management, and applied analytics. **Dr. S. Vasudevan** is an honors student in engineering from the College of Engineering Guindy, Chennai, with an MBA from the Indian Institute of Management, Bangalore, and a Ph.D. in marketing from Purdue University, USA. He has 32 years of industry experience and nine years of academic experience. His clients include MNC firms like Unilever, ITC Foods, Castrol, AO Smith, Maruti Suzuki, Pepsi, GECIS, GENPACT, Fidelity, HSBC Bank, Globus retailer, Titan, Tanishq, Titan Eye Plus, BPL Limited, BPL Mobile, Airtel, and international automotive companies. He served as General Manager of Marketing with a multiproduct durables company, Vice President of Analytics with an MNC Bank, and ran a start-up for 12 years. He served as Associate Professor of Marketing with Symbiosis School of Media and Communication, Bangalore, an integral part of Symbiosis International, University, Pune, India. Now, he is a Marketing Professor at Dayananda Sagar University, School of Commerce and Management Studies, Kudlu Gate, Hosur Road, and Bangalore 560068. He has written two books on Technology and Branding for the Department of Science and Industrial Relations (DSIR) for the Government of India and Longitudinal Models in Marketing, released in June 2023.

Teaching Interests

Marketing, Research Methodology, Applied Analytics, Strategic Management, Econometrics, Marketing models

Publications-Research Papers

- Dr.S. Vasudevan- Conjoint analysis of strategic preferences by managers and latent class regression modeling of firm performance in consumer goods industries in India, published in International Journal of Modern Agriculture, DEC 2020- International Journal of Modern Agriculture, Volume 9, No.3, 2020 - ISSN: 2305-7246
- Dr. S. Vasudevan-Modeling Advertising –Sales Relationship for an umbrella brand with time-wise longitudinal tracking data-book on Global Digital ERA- Symbiosis Centre for Management Studies-year 2019-Book Paper
- Dr.S. Vasudevan -Technology strategies and Branding manifestations for better firm performance in Durable goods Industries, for Department of Science and Industrial Research, DSIR, Government of India research grant A2 K+ study, 2019- 2021 for Rs. 15,28,000 (year 2019)-written as a book
- Dr.S. Vasudevan and others- (2017),
“Shodh market research for economy housing”
Journal of the International Academy for Case Studies -
Volume 23, Number 3, 2017
- The Impact of Culture on Brand Personifications and Consumers’ Purchase Intentions of the Brand, European Economic Letters
ISSN 2323-5233; Vol 15, Issue 1 (2025) by Dr. S. Vasudevan, Dr. Nikita G, Dr. Shweta Tewari, and Captain A Nagaraj Subbarao PhD.
- Impact of shopping experiences on consumer loyalty and advocacy- UGC Care Journal- by Dr. Vasudevan, Professor Mohan, Dr. Shweta, Dr. A Nagaraj Subba Rao, and Dinesh Batra.
- A paper accepted for a Scopus-indexed book- Wearables, Remote Monitoring and AI for personalized medicine“, for a book titled "Medical Minds and machine learning: Transforming Care with AI". Scopus Book chapter

Conference Presentations

- Paper presented at an International Conference on Culture paper - the SEMIT International Conference in Turkey
- Conference paper presented at Operations Management conference organized by IISC on Advertising-Sales Relationship

Book Chapters

Retail Marketing- Models of Dealer and Firm Performance-Book prepared by Dr. S. Vasudevan, Captain A Nagaraj Subba Rao, and Prof. Pathri – given for typesetting Book printing accepted for publication by Cambridge Scholars Publishing House, London, UK

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