

Name: Dr. Kalyani Rangarajan

Designation: Senior Professor

Qualification: M.Sc. (Maths); PGDM (IIM Ahmedabad); DCE (IGNOU); Ph.D.

Areas of Teaching and Research Interest:

Brand Management, Consumer Behaviour, Services Marketing, Health Economics, Social Marketing, Business strategy, and Application of Quantitative Techniques;

Consulting Domain: Training Programmes, and Business Consulting

Languages: Tamil, English Hindi, Kannada, Esperanto

Career Summary:

After an initial five year's stint in banking in State Bank of Mysore, went on to do an MBA at IIM Ahmedabad, followed by a long stint in consulting, conducting training programmes for several public and private sector organizations on a wide range of topics; carried out several consulting projects for ASCI (Hyderabad), IRMA (Anand), EDII (Ahmedabad,) University of Amsterdam, London School of Hygiene and Tropical Medicine and FREHM, Bangalore.

Subsequently, held senior faculty positions at Alliance Business Academy (Bangalore), KLE Society's IMSR (Hubli) and Dayanand Sagar Institute of Management and Technology (Bangalore); Was Director, MBA Program at PESIT Bangalore (2008-10) and Director and Dean at VIT Business Schools at Chennai and Bangalore; been a visiting faculty at several prominent B Schools in Karnataka (IISC, TAPMI, XIME, IFIM) and have several publications in international conferences and journals.

Occupied honorary positions as Secretary, IIM Ahmedabad Alumni Association (1991-94), and Management Committee member, Bangalore Management Association (1990-95) and have been Chairman, Board of Examiners, Visvesvaraya Technological University, Belgaum (2008-09)

One candidate completed Ph.D. (VTU, Belgaum) and six more candidates pursuing Ph.D. under my guidance in VIT.

Co-authored two books: **MANAGEMENT MEGATRENDS Twenty – First Century Perspectives** (2010), and **CORPORATE SOCIAL RESPONSIBILITY IN KARNATAKA -Best practices of linkages between social and corporate Enterprises** (2013)

Achievements

Won the second prize in the international case writing competition by Gender Resource Centre, IIM Ahmedabad (2009) and secured a Research Grant of Rs. 4.5 lakhs from AICTE, New Delhi for a Research Project titled 'Linkages between Social Enterprise Marketing and Corporate Social Responsibility' at PESIT Bangalore (2009).

My hobbies and interests include creative writing, theatre and flute.