

Dr Sivakumar is a management academic with more than 2 decades of experience in academics. His doctoral work was in the marketing area. He completed a 2-year post-doctoral research on Base of the Pyramid (BoP) at TU Delft Netherlands. His postdoctoral work was on Retailing of healthcare products and services. He has published a book on Retail Marketing and taught Retailing Management for more than a decade. For 4 years, he served as a Guest Columnist in RetailBiz a specialist ET magazine focusing on the retail sector.

His co/authored cases have won prizes at the ISB-Ivey Global Case Competitions. He has more than 10 cases listed in various prestigious Case Clearing houses like Harvard, Ivey and Case Center. He has facilitated several case writing workshops.

He has contributed to ACBSP accreditation at VIT and AACSB accreditation and reaccreditation efforts at TAPMI Manipal. AACSB has invited him to speak at various AACSB forums. He is the co-facilitator of the AACSB's AoL Seminar on Assurance of Learning.

He taught Marketing Management as an exchange faculty at Oakland University Michigan USA. He has recently taught courses at IIM Bangalore and IIM Vizag and earlier at the National Institute of Agricultural Marketing too. His research has appeared in international journals like International Journal of Retailing and Distribution Management.

He has consulted organizations like CAMPCO, Mahyco and Corporation Bank . He has taught at executive education programs in IIM Bangalore and Kozhikode and conducted several faculty development programs on Marketing teaching and case writing. He was a participant of Global Colloquium on Participant Centered Learning at Harvard business School in 2015. Dr Sivakumar's business school experience spans teaching, research, consulting, executive education, faculty development and academic administration.