

Name: Dr.A.S.Sathish

Designation: Associate Professor

Qualification: B.Sc. (Statistics), MBA , DIEM, Ph.D.

Areas of Teaching: Marketing, Research methodology, Retailing, Services and Digital Marketing.

Dr. Sathish A.S. graduated with his bachelor's degree in Statistics and Masters in Business Administration specialised in Marketing. Started his career as a management trainee with M/s. Nutrine Confectionery Company Private Limited for a period of 5 years with the designation as Officer – Exports. With the passion towards academics and to pursue Ph.D left the job and joined academic field with areas of interest in Marketing, Retailing, Services Marketing, Research Methodology and Customer Experience Management. Thesis comprises understanding Customer Experience Management in the area of retail management.

A fellow from IIM, Ahmedabad with a faculty development programme and published papers in the reputed and referred journals. Currently acting as a reviewer in the prestigious Journal, Tourism Management by Elsevier. Guiding two full time research scholars in the areas of Digital marketing and Private label branding.