

Name: Dr.P. Ganesan

Designation: Senior Professor

Qualification: MA., M.Phil., Ph.D., MBA., FDPM (IIM-A)

Interest areas: Economics and Marketing (Firm Level Analysis, Service Innovation, Customer Choice Modelling, Customer Experience)

Brief Introduction about yourself:

Doctoral degree in Economics with specialisation in marketing at MBA degree. Through FDP (June 1999 - March 2000) at Indian Institute of Management, Ahmedabad, learned teaching pedagogy and has been applying in VIT Business School. Served two years (2010 & 2011) in East African State - Rwanda as a Full-Professor of Economics and Marketing. Currently teaching - Managerial Economics, Consumer Goods Marketing, Business Research Methods, Services Marketing, Marketing Analytics at MBA level and Research Methodology at PhD level. Strongly believed that Teaching and Research need to go together for imparting knowledge to the business school's students. Supervised and Guided 7 PhD, Edited 3 books, Published more than 50 articles in refereed national and international journals including International Journal of Services and Operations Management, Journal of Financial Services Marketing, Health Marketing Quarterly, Corporate Reputation Review, Presented more than 100 research articles in national and international conference of repute, and Conducted various QIPs / FDPs on Multivariate Statistical Tools for Management Research.