

**Name:** Dr. C R Sundara Rajan

**Designation:** Associate Professor

**Qualification:** MBA, PhD., FDPM (IIMA)

**Interest Areas:**

Selling Skills, Situational Analysis, Employability Skills, Inner Development of Managers, New Products Analysis, and Digital and Social Media Marketing Impact.

**Brief Intro about yourself:**

Hold Doctorate in Management, Specializing in Sales Force Effectiveness. Madras University Rank Holder in MBA program and Completed Faculty Development Program (FDPM) from Indian Institute of Management, Ahmadabad.

Total 21 years of Experience which includes 11 years of Corporate Exposure and 10 years in Academics, Teaching Experience for both UG and PG management students. As a Certified Sales Trainer, Passion towards conducting workshops for Student groups, Entrepreneurs and Corporate.