

Name : Hari Krishnan K
Designation : Associate Professor
Qualification : B.E., MBA, Ph.D
Interest area : Consumer Behaviour, Neuromarketing, Integrated Marketing Communications

Brief Introduction about yourself:

Harikrishnan K. obtained his B.E. (Bachelor of Engineering) - Degree in Mechanical Engineering in 1982 from College of Engineering Guindy, University of Madras, MBA in 1984, from College of Engineering Guindy, Anna University and PhD in the area of Consumer Behaviour from VIT University Vellore, India. Presently he is working as an Associate Professor in VIT Business School and Deputy Controller of Examinations for VIT University, Chennai, India. He has been in academic field since 2004. His fields of interest are Consumer Behaviour, Integrated Marketing Communications and Neuromarketing. He has published research articles in reputed national and international journals including *International Journal of Business Excellence* and *International Journal of Business Innovation and Research*. A case study written by him has been published by *Ivey publishing* and distributed by *Harvard Business Publishing* group. He has two decades of experience in Corporate World in the field of Sales, Marketing and Consultancy. He has executed consultancy assignments in India, Germany and Dubai.