

## Faculty Profile

Name: **Rajan Mani**  
Designation: Professor  
Teaching Areas: Business Ethics & Corporate Governance  
Business Strategy  
Sales & Distribution Management  
Research Interests: Sales & Distribution  
Business Ethics  
Education: PGDBM, XLRI, Jamshedpur, 1975  
BA (Economics), St. Stephen's College, University of Delhi, 1973



### Professional Experience (37 Years)

1. Since 2010: IFHE, IBS Hyderabad
2. 2000 – 2005: Velammal College of Management & Computer Studies, Chennai
3. 1992 – 1996: Indrad Automotive Components Limited, Chennai

### Research/Selected Publications

1. Mani, R., and Geeta, GS., "NIMBY vs. BANANA: Is There a Way Out?," *ecch*, Case Reference No. 711-028-1, Case Folio, (11), 2011, pp 49 - 57.
2. Mani, R., "Global Mindset, Indian Roots: The Experience of a Small Indian Company – Application of Hofstede Scores," *Icfai Journal of Management Research*, (6:11), 2007, pp 20 – 31.
3. Mani, R., "The Eleventh Commandment: Ethical Issues in Marketing -Thou Shall Not be Found Out!," *Marketing Mastermind*, (7:6), 2007 pp 18 – 22.
4. Mani, R., & Menon, MJ., "Makes More Car Sense," *Icfai Journal of Consumer Behaviour*, (2:1), 2007, pp 66 – 78.
5. Mani, R., "The Growth of India's Auto Industry," *Chapter: Indian Automobile Industry – An Introduction*, 2007, pp 3 – 12.