

Faculty Profile

Name: **Sriram Rajann**
Designation: Associate Professor
Teaching Areas: Marketing
Strategy
Brand Management
Research Interests: Marketing , Strategy
Brand Management
Intellectual Property laws
Education: MIPL (Masters in Intellectual Property Laws), School of Law, IGNOU, 2012



Professional Experience (28 Years)

1. Since 2010: IFHE, IBS Hyderabad
2. 2003-2010: IBS Chennai, India
3. 2001-2003: LIBA, India

Research/Selected Publications

1. Deepika., and Rajann, S., "Nano's Revival Strategy: A Platform for Further Innovation," *Marketing Mastermind*, (11), August 2011, pp 54-58.
2. Jayalakshmi., and Rajann, S., "Indian Premier League or Indian Profit League-Cricket in the Game of Marketing – Will the Model Work," *ITM Journal*, (2:3), July 2009, pp 23-26.
3. Jayalakshmi., and Rajann, S., "Climate Change and Sustainable Development in India," *Global CEO*, (3), 2008, pp 39-44.
4. Rajann, S., "SPS - An introduction," April 2007.
5. Rajann, S., "Indian Pharma Market - A Strategic Outsourcing Destination," *Global CEO*, (2), 2006, pp 28-32.