

Faculty Profile

Name: **Mohandas J Menon**
Designation: Associate Professor
Teaching Areas: Marketing
Research Interests: Retail Management
Education: Ph.D., University of Madras, Chennai, 2010
Masters Degree in Marketing Management, University of Mumbai, 1986
Post -Graduate Diploma in Marketing and Sales Management from FMS, University of Delhi, 1980
M.Sc. (Psychology), University of Madras, June 2012



Professional Experience: (39 Years)

1. Since 2006: IFHE, IBS Hyderabad
2. 2005-2006: Super Doll Trailer Manufacturing Company at Dar-es- Salaam, Tanzania
3. 2000-2005: MM Rubber Ltd, India

Research / Selected Publications:

1. Menon, MJ., and Bashyakar., "Building Trust in Organization," *Sona Global Management Review*, (4 : 2), 2010, pp 27-32.
2. Menon, MJ., and Mani, R., "Galaxy Sleepcare Limited," *The Icfai Journal of Marketing Management*, (6: 4), 2007, pp 66-75.
3. Menon, MJ., and Mani, R., "Air Deccan, Empower Every Indian to Fly," *Marketing Mastermind*, (7:1), 2007, pp 57-62.
4. Menon, MJ., and Mani, R., "Makes More Car Sense," *The Icfai Journal of Consumer Behavior*, (2:1), 2007, pp 66-78.