

Faculty Profile

Name: Dr. R Harish
Designation: Professor
Teaching Areas: Marketing Management
Brand Management
Research Interests: Brand Architecture
Education: B.Tech. (IIT Madras)
PGDM (IIM-C)
DBF (ICFAI), PhD



Research/Selected Publication:

1. Charumathi S, Smitha V, Nivethaa Jeeva, Raman P & R Harish (2020), "Food from the Roots of our Culture", IUP Journal of Brand Management
2. R Harish (2022 Forthcoming), "Evolution of India's Policy on FDI in Single Brand Retailing: IKEA's Response & its Impact on India", IUP Journal of Marketing Management [UGC-CARE Listed Journal]