


## Faculty Profile

Name:	<b>Dr.K.Hariharan</b>	
Designation:	Associate Professor	
Teaching Areas:	Marketing, Project Management, Entrepreneurship	
Research Interests:	Technology in Management, Change Management, Leadership	
Education:	1. PhD -Madurai Kamaraj University – 2009 2. MBA -Marketing – IGNOU – 2000 3. BBA- Madurai Kamaraj University - 1988	
<b>Professional Experience ( 5 Years Teaching) ; ( 28 Years Industry)</b>		
Hindustan Unilever Limited, TVS Logistics, Radiant Software, Writer Information		
<b>Selected Publications:</b>		
1. Business Intelligence- The Propeller of eCommerce Business, Academy of Marketing Studies Journal – Jan 2023 (ABDC)		
2. Digital Learning – The Robust Upskill Ecosystem, Empirical Economics Letters, July, 2022 (ABDC)		
3. Innovation Ecosystem in India, Vision – The Journal of Business Perspective, May 2021 (ABDC & Scopus)		