

Faculty Profile

Name: **Dr. Sriram Soundararajan**

Designation: Associate Professor

Teaching Areas: Business Strategy
Business Ethics and Corporate Governance
International Marketing

Research Interests: Business Strategy
Marketing
International Marketing
Intellectual Property laws

Education: PhD in Management, JKLU University - Institute of Management (IM), 2024
MIPL (Masters in Intellectual Property Laws), School of Law, IGNOU, 2012
B.Com (Delhi University)



Research/Selected Publications

1. Sriram Soundararajan, Upasana Singh, Mudit Gera- ABDC -C /SCOPUS -October 2023 -Adventure Tourism: Behavioral Drivers to Visit and Spread Word of Mouth with Perceived Risk as Moderator- *Global Business Review* - October 2023
2. Sriram Soundararajan, Upasana Singh. Sudeepta Pradhan - ABDC -C-April 2022 – Corporate Governance in the Indian Adventure Tourism Sector- A Review - *IUP Journal of Corporate Governance* - April 2022
3. Sriram Soundararajan and Upasana Singh- IIM (Indian Institute of Management) -Bodh Gaya (January) - Adventure Tourism - Consumer Motivators and Target Destinations – *A Qualitative Case Study* - ICSG -September - 2022
4. Sriram Soundararajan - 3 rd. Pritam Singh Memorial Conference 2023 - Starbucks and CSR initiatives- giving a competitive advantage- a study - *Birla Institute of Management Technology, (BIMTECH) Greater Noida, India* - (PRISM 2023) - November 17-18-19, 2023