

Sridhar Balasubramanian

Professor of Marketing and Associate Dean of the Full-Time MBA and MBA@UNC Programs, UNC Kenan-Flagler Business School at UNC-Chapel Hill

Chapel Hill, NC, US

Sridhar Balasubramanian is an academic leader and an award-winning professor of marketing.

Description

Sridhar Balasubramanian's teaching and research interests are in marketing and technology strategy, innovation and growth, services design, e-business, customer relationship management, game theory, and the management of competition. He specializes in bringing the tools and concepts of market-focus and customer-focus into other functional areas, including the management of the human resource function.

He has been a keynote speaker at national conferences on the topics of developing a customer- and market-focus, and customer-focused innovation and growth.

Dr. Balasubramanian has been recognized for his pioneering research on how the Internet and mobile channels are reshaping the worlds of business and marketing.

Dr. Balasubramanian works actively with the corporate world. He has conducted executive development programs for and/or consulted with numerous organizations in the U.S., Africa, Asia, Europe, and South America.

Before beginning his academic career, he was area sales manager for India's leading food manufacturing and marketing company. He has advised start-ups and existing firms on issues related to becoming customer focused, the design and implementation of marketing strategy, building creative thinking and innovation skills, and the pursuit of profitable innovation and growth.

Industry Expertise

Education/Learning, Research, Training and Development, IT Services/Consulting

Topics

Marketing, Innovation, Marketing Strategies, Human Resource Management, Education and Training, Technology Strategy, E-Business Consulting, Game Theory, Competitive Strategy

Affiliations

INFORMS College of Marketing, American Marketing Association, The Indus Entrepreneurs

Education

Yale University

Ph.D. Marketing Management

Yale University
Master of Philosophy Management

Yale University
Master of Arts Management

Indian Institute of Management (IIM), Bangalore
MBA Business Administration

Indian Institute of Technology (IIT), Kharagpur
Bachelor's Degree Technology

Accomplishments

Top 50 Business Professors in the World
Awarded by Poets & Quants for outstanding teaching

Roy & Alice H. Richards Bicentennial Scholar, UNC Kenan-Flagler
Honored for excellence in research and teaching

Young Scholar, Marketing Science Institute
Chosen by the Marketing Science Institute to be a part of the Young Scholar's program, which brings together leaders of the next generation of marketing academics

John D.C. Little Award, INFORMS
Awarded by INFORMS for the Best Marketing Paper in Marketing Science and Management Science

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