

# **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.

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## **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.

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## **Industry Expertise**

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

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## **Topics**

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

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## **Affiliations**

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

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## **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

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## **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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