The main purpose of education should be to impart a culture of the heart.

There are two types of education: 
EDUCATION for a LIVING and
EDUCATION for LIFE.

When we study in college, striving to become a doctor, a lawyer, or an engineer, that is education for a living. But education for life requires an understanding of the essential principles of spirituality; it is about gaining a deeper understanding of the world, our minds, our emotions, and ourselves. Youngsters need to understand the purpose of life. They need courage and wisdom to face the challenges of life. With that understanding they become the light of the world.

Satguru Sri Mata Amritanandamayi Devi
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To offer contemporary and quality post graduate management education for life and living; emphasizing research and societal benefit, while engaging with key stakeholders
Amrita Vishwa Vidyapeetham is a multi-campus, multi-disciplinary research institution that is accredited ‘A’ by NAAC and is ranked as one of the best research institutions in India. Amrita is spread across six campuses in three states of India - Kerala, Tamil Nadu and Karnataka, with the headquarters at Ettimadaipur, Coimbatore, Tamil Nadu. Amrita Vishwa Vidyapeetham continuously collaborates with top US universities including Ivy league universities and top European universities for regular student exchange programs, and has emerged as one of the fastest growing institutions of higher learning in India.
About ASB

Prepared Leaders with GLOBAL Impact

Founded in 1996, Amrita School of Business (ASB) has built a formidable reputation for itself and its graduates as a Business School with sound foundations, with a commitment to excellence, and a demonstrated ability to innovate, innovate, and lead, through its focus on preparing business leaders with human values and ethics.

At ASB, world-class faculty with rich industry experience and enviable academic background inculcate leadership qualities in students. With a steady 100% placements over the past years, it is the alma mater of CEOs, VPs, Managements Executives, Managing Directors, finance officers, et cetera. By gaining access to the school’s strong alumni network of 2,000+ worldwide, the students benefit to fulfill the dream of their career, of entrepreneurship or corporate jobs. The school is always ranked among the top 50 b-schools in India by MBA rankings. It is accredited by Association to Advance Collegiate Schools of Business (AACSB), a global organization of educational institutions, a golden standard for b-schools.

During their life at ASB, students come into contact with peers and faculty of diverse background. At ASB, the focus is on learning by doing. Students are given many opportunities to practice leadership skills outside the classroom with events such as B-Fests, Cultural programs, Live-in-Labs, Management simulation games and many more. For those who wish to hone their research skills, the school encourages participation at conferences and research-activities worldwide.

The students graduate with adequate skill set required to fit any position in any company worldwide, as the school’s Corporate Industry Relations (CIR) trains to prepare students for lifelong career and not just for their jobs.

Why ASB

Among top 50 private b-schools in the country
The b-school maintains consistent MBA rankings, a sign of its excellence.

Faculty with outstanding pedigree
Faculty hail from top organizations like IIMs, MIT, Berkeley, Cornell, Wharton, Kellogg and own rich industry experience from companies such as Coca-Cola, Phillips, IBM, Ponds BHEL, Bosch, ESAB, ICICI Bank, SAIL etc.

Industry-aligned curriculum
Students are provided with industry training and certifications from top organizations.

Specialization in Business Analytics
Analytics, business and computing skills are merged into our curriculum. This specialization will deliver a troika of conceptual, skill-oriented and Industry certified skills on Analytics.

Consistent 100% Placements
In 2020, 115 companies visited the campus and 331 offers were given. There were 36 new recruiters. The highest salary was Rs. 12.12 LPA and the average salary was Rs. 6.41 LPA.

International Exposure
Academic collaborations with University at Buffalo (SUNY), New York, Telecom Ecole De Management, University of Groningen, Deakin University and University of New Mexico offer opportunity for international exposure.

Focus on Entrepreneurship
The students graduate with critical skills and experiential learning experience for entrepreneurship. Investment assistance is also provided through Amrita TBI.
ASB journey for getting this accreditation started way back in 2012. The relentless efforts of all faculty and staff, spearheaded by Dr. Sanajy Banerji, has paid off with ASB, being one of the top 5% of b-schools to get this coveted accreditation.

The Peer Review Team consisted of Prof. Dr. Sanjay Gupta, Dean, College of Business, Michigan State University, Prof. Dr. Anantha Rao, Emeritus Professor - Finance, Dubai Business School and Prof. Dr. Che Ruhana Isa, Dean, Faculty of Business and Accountancy, University of Malaya. They visited ASB campus between 6 -8 August 2019, to review the process and recommended to the accreditation committee after few corrections were suggested in the process.

Amrita School of Business (ASB), Coimbatore was conferred the coveted AACSB accreditation on 14 - November-2019, which is a gold standard for B-Schools across the world.
Aided by an excellent faculty, a great alumni network working with leading companies around the world and most importantly, a group of motivated and talented students, the school is poised to climb heights in the future. An active student-centred learning approach, a modern curriculum that prepares the student for the present and the future and a host of extra curricular activities together create the right environment for an enriching two years that prepare the students for a bright career.

As a school we did well in responding to the Covid crisis, adapting our strategy and operations to ensure that the needs of the student body and the recruiting companies are duly met. We try to inculcate the values of agility, resilience and adaptability in our students which will enable them to succeed in the turbulent times ahead. The focus on ethics and sustainability ingrained in everything we do, sensitises the students to the pressing challenges of our times, such as climate change and corporate misgovernance, and moulds leaders who are role models.

I welcome you to ASB and wish you a great journey of learning ahead.

Amrita School of Business, Coimbatore has endeavoured to offer high quality business education right from its inception in 1996. We have highly qualified and experienced faculty members who strive to maintain excellent standards in teaching and research. ASB has outstanding library resources, top-class infrastructure, strong international collaborations, extensive industry connect through regular colloquia, and excellent hostel and sports facilities. ASB also provides opportunities for industry certifications, co-curricular and extra-curricular activities, international exchange programmes, a dual degree programme, and community outreach programmes. We have a green, clean and serene campus that helps in refreshing the body and mind.

We swiftly adapted to the challenges brought on by the Covid-19 pandemic, and shifted the classes online so that students do not lose their valuable time. We trained our faculty on online teaching methods, procured necessary equipment to augment online teaching, and had several meetings to exchange information on best practices. We also had training programmes for students where best practices to care for their health, especially eyes, were shared. Access to all the electronic materials in the library including online databases was provided to the students through a virtual private network. Online exams were conducted by maintaining the sanctity of exams using online proctoring tools. Through these measures, ASB was able to maintain the high quality in our programme in the online mode too.

ASB has had an excellent placement record. ASB alumni are performing very well in reputed organizations across the globe, and are adorning senior positions.

Both the MBA and PhD programmes of ASB Coimbatore are accredited by AACSB. AACSB accreditation recognizes institutions that have a demonstrated focus on excellence in all areas, including teaching, research, curriculum development, and student learning. Hardly 5% business schools worldwide and only 14 among 3000+ business schools in India are AACSB accredited.

I welcome you to join our exciting and challenging MBA programme.
Curriculum Overview

1. **Internship**
   - 8-10 weeks

2. **Core courses**
   - 26 credits

3. **Core Electives**
   - 2/5

4. **Electives**
   - 10/68+

5. **Business Research Project**

6. **Colloquia**

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**Total credits**: 118

### Year 1
1. **1st Trimester**
   - Business Communi: 3.0
   - Financial Accounting: 3.0
   - Marketing Management – I: 3.0
   - Economic Analysis: Micro Level: 3.0
   - Organizational Behaviour - I: 3.0
   - Data Analytics – I: 3.0
   - Introduction to Business Analytics: 2.0
   - Self Awareness and Personal Growth-I: 1.0
   - Human Resource Management: 3.0
   - Organizational Behaviour – II: 2.0
   - Financial Management: 3.0
   - Marketing Management – II: 2.0
   - Operations Management: 3.0
   - Data Analytics – II: 3.0
   - Management Information Systems – I: 3.0
   - Self Awareness and Personal Growth-II: 1.0
   - Corporate Skills: 1.0

2. **2nd Trimester**
   - Cost Management: 3.0
   - Economic Analysis: Macro Level: 3.0
   - Business Research Methods: 3.0
   - Colloquium: 2.0
   - Core Elective - 1: 3.0
   - Core Elective - 2: 3.0
   - Corporate Skills: 1.0
   - Legal Aspects of Business: 2.0
   - Summer Internship: 6.0

3. **3rd Trimester**

### Year 2
4. **4th Trimester**
   - International Business: 3.0
   - Strategic Management: 3.0
   - Innovation and Entrepreneurship: 2.0
   - Elective - 1: 3.0
   - Elective - 2: 3.0
   - Elective - 3: 3.0
   - Self Awareness and Personal Growth-II: 1.0
   - Corporate Skills: 1.0
   - Environmental Management and Sustainable Development: 3.0
   - Elective - 4: 3.0
   - Elective - 5: 3.0
   - Elective - 6: 3.0
   - Elective - 7: 3.0
   - Self Awareness and Personal Growth-II: 1.0
   - Managerial Values & Business Ethics: 3.0
   - Elective - 8: 3.0
   - Elective - 9: 3.0
   - Elective - 10: 3.0
   - BPR: 3.0

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Finance
- Bank Management and Financial Services
- Investment Analysis and Portfolio Management
- Financial Statement Analysis
- Financial Derivatives
- Commercial Bank Management
- FinTech innovations & transformation in financial services
- Corporate Fraud and Internal Control
- Financial Markets and Institutions
- Strategic Financial Management
- Quantitative Equity Portfolio Management
- Financial Modelling and Valuation
- Energy and Climate Finance
- Personal Financial Planning
- Financial Risk Modelling

Information Systems & Analytics
- Business Analytics
- Digital Media Strategies and Analytics
- Data Analysis Using R & Python
- IT Business Analysis
- Internet of Things
- Cybersecurity, Governance, Risk & Compliance
- Advanced Tools for Decision Support
- IT infrastructure Management
- Business Data Management
Human Resources
Learning and Development
Strategic Compensation Management
Leadership Skills
Talent Acquisition and Development
Industrial Relations
Organizational Change and Development
Industrial Law
Social Psychology for Managers
HR Metrics and Analytics
Performance Management and Compensation
International HRM
Employee Engagement

Operations
Project Management
Total Quality Management
Logistics and Supply Chain Management
Manufacturing Systems
Operations Strategy
Multi-criteria Decision Making
Service Operations Management
Process Flow Management
Disaster Operations Management
Advanced Operations Management

Marketing
Sales and Distribution Management
Services Marketing
Retail Management
Experiential Marketing
Marketing in a Digital World
Consumer Behaviour
B2B Marketing
Rural Marketing
Strategic Brand Management
Foundations of Management Consulting
The Art of Corporate and Marketing Communications
Omni-channel Retail and e-commerce
Storytelling with Data
Marketing Practice
Applied Marketing Research for Marketing Decisions

MBA - MS Dual Degree
MS International Management from Telecom Ecole De Management (TEM)*, France

"Bonjour!
Reflecting on my time as a Dual Degree student at IMT-BS in France, I could not be more grateful for this unique opportunity to learn and grow in such a multicultural, diverse and stimulating environment. The campus community and the locals in France were very welcoming and friendly which helped me feel at home easily.

Coming to academics, when comparing to the universities here in India, the class sizes were smaller and there had always been lively interaction among both the fellow students and the teaching staff. I appreciate the way of teaching and learning because assignments and exams throughout the term emphasized continuous learning. The French faculties in the campus were also very helpful in guiding the international students learn the basics. I also got to understand the various viewpoints of my fellow students who were from other different countries. This international exposure helped me broaden my perspectives and rethink about a lot of ideologies. I can surely say without any doubt and regret, that my experience there was very enriching and wonderful.

If a student does not have any financial constraints to support the living expenses in France, I would definitely say that you need not think twice if you come across a similar opportunity. It not just earns you a Dual Masters Degree, but also changes your perspective in an international setting, for the better.

It is a distinct experience and I must say that having had a great mentor like Dr. Shyam for my Business Research Project at ASB, the thesis at IMT-BS, France was a piece of cake."

- Varuna Thiagarajan

Spend one full semester abroad in Paris
Earn while you study
Career at ASB

Defining Impressive Career Trajectory

ASB focuses on defining the career vision of students and equipping them with skills and resources to achieve it. From the development of business communication skills to providing lifelong networking assistance, ASB nurtures the management leaders through conscientious steps. The process commences from day one of arriving at the campus and endures throughout the two-year curriculum.

Development
Career development at ASB is embedded into its curriculum. It focuses on exploring their inner self to realize their career passion and equipping them with the necessary tools, skills, and knowledge to achieve it. A series of on-campus programs and resources enable the students to get a clear perception about the industry sectors, opportunities, and placements. Entrepreneurship is equally given focus, assisting on both skill development and investment.

Placement Committee
Placement Committee, popularly known as Placecom is a student-faculty committee responsible for carrying out placement-related activities. Placecom plays an instrumental role in all placement activities, from making the resumes succinct and targeted to contacting alumni for placement boot camps. The members to Placecom are selected through stringent review processes every year. This selection process too is facilitated by trained second-year students with the help of faculty.

Career Development Process

Assessment
The students explore the environment, curriculum and career opportunities in the first 15-day orientation program. During the days, they get to investigate their interests, analyze the depth of the skills they possess, understand the growth profiles of ASB alumni and lay the foundation of their career dreams. Through liaison with the faculty from all specializations, students understand the courses in detail, decide the courses to choose in order to lead a career of their choice. CIR assesses the students on their abilities and charts the customized development program for the class.

Dr. SUSIL KUMAR V.K. - Head Placements, ASB Coimbatore

Over 3 Decades of Experience in Academic and Corporate Sector in Senior Positions

Dr. Susil can be aptly described as a thought leader and a seasoned professional, having a rich experience of over 3 decades in both Academic and Corporate sector. Worked for 20 years in Academic and for 14 years in Corporate sector in senior positions. He enjoys comprehensive experience in the areas of Academic Administration, Strategic Planning and Execution, Policy related matters and advising the senior management. His academic experience includes setting up institutional infrastructure, brand building, admissions, organizing MYPHIP programs and Placement services.

As the Head - Placements and Corporate Relations at Amrita School of Business, Coimbatore (since Jan’17), he is completely in charge and supervises all activities pertaining to placement of MBA students across all the campuses of Amrita. He plays a key role in the development of the Infrastructure and in addition looks after academic Course development, syllabus development, launching and promotion of new courses.
The strength of any program can be evaluated by the diversity of profile that is on offer, for the candidates. The diversity of roles that were available for the students stands as a testament to the fact that ASB has one of the popular general management programs of the country. This year has seen a substantial increase in the number of first-time recruiters visiting the campus. The median compensation has increased to 6.11 LPA this year. This season saw the continuing strong-hold of the institute in the domain of Finance and Marketing with 331 offers. Another positive trend was the increase in the number of companies offering General Management profiles. Coveted recruiters like Federal Bank, Deloitte, City Union Bank, IDFC First, TCS, etc., offered roles in this domain to the candidates.

2020 saw 115 companies hiring ASB - MBA students for Placements.
Average Salary (INR)

- **BEVERAGES**: 9.80 LPA
- **BFSI / NBFE**: 9.70 LPA
- **CONSULTING**: 6.75 LPA
- **E-COMMERCE**: 12.12 LPA
- **EDUCATION**: 10.00 LPA
- **RETAIL**: 9.00 LPA
- **FMCG**: 8.50 LPA
- **IT / ITES**: 9.60 LPA
- **MANUFACTURING**: 6.25 LPA
As part of the ASB curriculum, the MBA students get an opportunity to undergo internship in leading organizations after their first year of MBA completion. The process of selection by the companies is completed by the month of January itself and the students spend 8 - 10 weeks (May - July) in the organizations studying and applying the concepts of their learning. They gain rich experience on interaction with their company mentors and are well supported and guided by assigned faculty members. These internships are mostly on a stipend basis and many of the internships culminate into pre-placement offers.

Summer Internship at ASB

Summer Internship Domain

Internship Sectors

The Research Culture at ASB

AsB aspires to be the world leading management research institution. The institute embeds research into all its activities, exploring ideas in different sectors of management. The organizational processes are tuned in a way to ensure time, resources, support and environment for the faculty to undertake research of excellent quality.

Fundamental to ASB’s research culture is its Ph.D. program renowned for its quality. Among its permanent faculty, 61 percent are Ph.D. holders from world-class institutions and the 39 percent are pursuing their research. ASB gives greater significance to the contributions it makes to a wider community. Therefore, students publishing research papers in journals and participation in conferences are central to its research culture.

Research Partners

Research Day

After the summer placements in the companies, our MBA students begin their Business Research Projects (BRP) in their chosen specialization. This provides them a deeper understanding of the subjects they study in the classrooms. Many of them present their research works in national and international conferences. On Research Day, we celebrate such accomplishments of the students. Research is a part of ASB MBA. Emphasizing on research and societal benefits is a part of the mission of the University. By presenting them as posters, we are providing an opportunity for all to understand various management research happenings, share the research interest, thus, offering a wider and extensive knowledge.
Entrepreneurship as a career

ASB has a holistic and interdisciplinary approach to fostering entrepreneurship. Several other resources such as Entrepreneurship club, Amrita TBI, and networking supplement this curriculum.

Highlights

> Exclusive opportunities for students to develop business prototypes from real-life scenarios through ASB’s flagship program Live-in-Labs™
> Entrepreneurship courses are ingrained within curriculum
> Investment assistance through Amrita Technology Business Incubator (Amrita TBI), jointly supported by Govt. of India and Amrita University
> Through Amrita TBI Pitchfest, aspiring entrepreneurs can get investment up to $100,000 along with an incubation space

Entrepreneurship Courses

As a part of the curriculum, the following courses are offered to students with entrepreneurship interest.

> Innovation and Entrepreneurship
> Managerial Values and Business Ethics
> Legal Aspects of Business
> Innovation Management
> Rural Marketing and Entrepreneurship

Sessions by successful entrepreneurs who had created innovative business models for their venture helped us to take our understanding about entrepreneurship to the next level.

Nikhil Ashok Class of 2015
(Aspiring Entrepreneur)

A few Entrepreneurs from ASB

“We have received unparalleled support and mentorship from the faculty of both ASB and Amrita School of Engineering. Some among our earliest leads came from faculty references. Eminent professors from Amrita School of Business - Prof. Deepak Gupta and Prof. Shibhna Madhavan wrote a case study modelled on some of our challenges and TCS Smart Manager published it. Answer entries to that case study from industry leaders gave us great insights and strategic trajectories. The guidance offered by Amrita Center for Research in Advanced Technologies for Education (CREATE Labs) has also been phenomenal. Such an ecosystem of multimodal support is very unique to Amrita.”


“We have been able to make impact in the lives of many farmers. Over 95 percent of farmers who have tied up with us have had more profitable season with us. We have expanded ourselves into major heartlands of North and Central and Eastern India in multiple states. In the export market, we are actively working on some of the biggest deals right now in agriculture commodity market in India.”

Shaswata Majumdar, Co-Founder, ChornSha Agrotech Private Limited (www.chornsha.com) Class of 2011

“ASB helped me to shape my personality, especially when it comes to interacting with people. Faculty at ASB knew the potential of each student and taught accordingly. We had 40% of the class from North and few from North East too. This diversity helps me in business, in satisfying the tastes of people coming from different parts of the country. For most institutes, it is about learning and writing exams. However, at ASB, it is doing assignments and presentations, which required even more thinking and time management. All these contributed to my entrepreneurship journey.”

Sindhuja Rengarajan, Founder, Rangvansha Boutiques Class of 2010

Our Alumnus, Rajeev Kaimal, Founder PayAgri Innovations won the NRI StartUp Indiia Challenge at Ahmedabad. His article was featured in English Daily as the company ties up with Nambroodi foods in Kerala to reach the 100 Core mark by the year end.

Rajeev Kaimal, Founder, PayAgri Innovations Class of 1999
We are Proud of Our Alumni

K Gangadhar (2006 Batch), Wins Prestigious Microsoft Platinum Club Award. Microsoft Club is Microsoft’s premier award program for recognizing and rewarding individuals who consistently perform at the highest level and directly contribute to the Microsoft’s success. The recipients are influential leaders that have surpassed expectations by going

Dr. Maneesha Ramesh (2003 Batch), leads the landslide and disaster management research at Amrita. Her center has been awarded the status of World Centre of Excellence on Landslide Disaster

Rajeev Kaimal (1999 Batch), Co-Founder, PayAgri Innovations gets VC funding from Catalyst under CF20 initiative. PayAgri helps to transform agriculture through orchestrating every player in agriculture value chain. PayAgri’s mission is to optimize return and create value for every farmer.

Gajanan Sapate (2009 Batch), conferred with ‘100 SMARTEST DIGITAL MARKETING LEADERS’ Award Founder of SocialChamps is again recognized by World Marketing Congress. Last year he was awarded with the ‘Most Influential Digital Marketing Leader’ in association with CMO Asia.

Alumni Reunion & Bootcamp

Alumni bootcamps are conducted at ASB every year in which students from all past batches are present. Students meet and relive the lovely memories from exams to festivals, from assignments to deadlines thus bringing back those nostalgic.

Alumni have been backbone to ASB for Placements and Internship. About 30% of the Summer Internship opportunities are through Alumni. Ahead of the placements this year, the Alumni Connect Club organized Alumni Boot Camp and trained students on various aspects of placements, ranging from resume preparation to GD mock sessions and in choosing the right profile. WhatsApp groups are formed with the alumni who work in the companies and they give their inputs and tips to crack the companies.
**Pragati:** A Multi-Fest

Pragati is the pride of ASB Coimbatore. This annual national-level business festival augments the classroom knowledge of students through thought-provoking management games. A host of games are conducted under domains of Marketing, Finance, HR, Operations and Systems, enabling the students to collaborate, co-create and compete to create novel management ideas. Pragati attracts the finest management talents from top-tier B-schools across India.

**Utsav**

‘UTSAV’ the annual festival of ASB is celebrated every year. A week full of sports, literary, and cultural extravaganzas are part of UTSAV. The students, teaching and Non-teaching staff are part of this elaborate and exciting programme.

**Yi Net**

ASB in collaboration with Young Indians (Yi), an initiative of Confederation of Indian Industry (CII), established the first Yi Net in campus during December 2008. Under Yi Net, students actively organize and manage business conferences, enhance their skills and introduce social events. Yi Net also conducts Awaaz – the Clarion Call for Change, a national level symposium at ASB every year.

**Kalakriti**

Kalakriti is a venue for the first-year students to unleash their talents. The competitions and challenges unveil the courage, inspiration and competitiveness in the students. The group activities project the co-ordination among the students to conceive their own teams and quickly stage performances.
A Wealth of MODERN FACILITIES

Learning Facilities

Extensive library
Print Books 15815
e-Books 3000
Print Journals 89
e-Journals 8886
Electronic Theses & Dissertations 50000

IBM Business Analytics Lab
Videoconferencing facilities

Recreational Facilities
- Olympic-sized swimming pool
- Gymnasium
- Badminton/tennis courts
- Cricket ground
- Basketball & volleyball courts
- Football grounds

Hostel Facility
ASB has a wide variety of accommodation to choose from, all of it located within the campus. There are seven hostel complexes to house students.

- Single-occupancy rooms with balcony, cot, locker, study table and chair are available to students. Rooms with attached bathrooms are available on request.
- 24 x 7 power supply is ensured by two power houses with back-up power generators.
- Hostels have Wi-Fi hotspots, filtered drinking water and washing areas. Television and reading rooms are available in each hostel complex.
- Pure vegetarian food prepared under hygienic conditions at the modern central kitchen is served in the student mess halls and the canteens.

Other Amenities
- Medical aid with doctors on call 24 x 7
- Travel desk
- In-campus shopping outlets
- Xerox
- Mess and canteens serving homely food
ASB has constituted the...

"Jyotsna Ravishankar Memorial Prize."

The award for the topper of ASB Coimbatore in memory of alumnus Ms. Jyotsna Ravishankar constituted by her parents. A certificate and cash prize is given to a meritorious student every year.

"Ruchi Sharma Memorial Prize"  
Initiated by her parents and classmates. Cash prize and certificate awarded from the year 2021 onwards.

Aparna Jaya kumar won the University GOLD MEDAL in B.Com from Amrita Vishwa Vidyapeetham in 2020.

Red brick case writing competition, IIM Ahmedabad

Under the guidance of ASB faculty Mr. Rahul Sukumaran 7 teams from ASB, Coimbatore were mentored for a prestigious case study writing competition organized by IIM Ahmedabad, wherein the winners would have an opportunity to get their cases published with IIM A's Case Centre and win a lot of other accolades as well.

6 teams out of these 7 from ASB, Coimbatore have made it to the next round of this prestigious competition. Only the top 150 teams out of 3500 odd teams that had enrolled in this competition have been selected, and these 6 teams from ASB, Coimbatore are amongst the top 150 b-school teams in the country. This is indeed an amazing achievement by our students, as the reach of this competition is across IIMs/IITs and other top b-schools in the country (and even outside the country as well), and, without a doubt we all should be proud that around 20% (30 students) of the ASB 2020-22 batch is there amongst this top brass in the country.

In addition, one team has also made it to the top 20 teams in the country; they are ranked 12th overall in the country.
Industry and Academic Experience: 24 years

Dr. Balasubramanian is Ph.D. from Jawaharlal Nehru University and conducts researches in areas of Behavioral Economics, Experimental Economics, and Application of Event Studies in Economics & Finance. He frequently publishes papers in academic journals (Vision-MDI Journal, Purushartha, etc.) and participates in international conferences. For MBA students, he teaches core courses of Economics, Financial Derivatives, Financial Modelling, Industrial Analysis, Financial Reporting, Equity Analysis and Valuation. He also teaches Behavioral Economics for Ph.D. scholars. He is currently the Chairperson of Student Welfare of the campus.

Industry and Academic Experience: 20 years

Dr. Bhawana Jain has been with ASB Coimbatore for more than eleven years. Her industry experience has been with several manufacturing firms as an auditor in practice. She has also worked with Dhabriya Agglomerates Pvt. Ltd and Cyber Media (India) Limited. Her research activities focus on Family firms, Corporate Governance and IPO firms. She has taught Financial Accounting, Financial Management, Corporate Tax and Planning, Corporate Fraud and Internal Control and Financial Statement Analysis for MBA students.

Industry and Academic Experience: 18 years

Dr. A. Senthil Kumar earned his Ph.D in Management from Anna University. His Doctoral Thesis in Finance received the Best Management PhD Thesis Award from Coimbatore Management Association. He specializes in Finance domain. Dr. Kumar underwent a 3-month residential FDP at Indian Institute of Management-Indore. He has attended Workshops, FDPs, and presented papers in various institutes of eminence. Dr. Kumar has coordinated MDPs and FDPs in finance and taxation. His research interests include Stock market Co-integration, Time Series Econometrics, Portfolio Management, Machine Learning and Deep Learning in finance. He has publications in ABDC and Scopus indexed Journals and serves as reviewer of Taylor and Francis journals. He serves as member in the M.B.A board of studies of various business schools in the state. He has offered management consultancy for a manufacturing company with a turnover of Rs.25 crores. He is a member of the Coimbatore Management Association and The Indian Econometric Society. At ASB Coimbatore, he offers courses in Financial Management, Investment Analysis & Portfolio Management and Financial Markets & Institutions. He served as Chair for Finance area at ASB during 2018-2020.

Industry and Academic Experience: 15 years

A gold medalist in her graduation and post-graduation, Dr. Sangeetha received her Ph.D. from Indira Gandhi Institute of Development Research, Mumbai. Her extensive research experiences include projects done for UNDP, NSE-IGIDR corporate governance initiative and Department of Science and Technology (ongoing). As an academician, she was associated with XLR, KPR School of Business, Loyola Institute of Business Administration, PSG Institute of Management, and IIM Kashipur. She teaches Macroeconomics, Commercial Banking, FinTech, Research Methodology and Applied Econometrics for MBA and PhD students.

Industry & Academic Experience : 21 Years

For about two decades, Dr Muralee has been both an active practitioner and a researcher in the energy industry in general and the power sector in particular. He is a Fellow of XLR (Jamshedpur) in Economics area, and his thesis “Three essays on Electricity Supply Industry” includes three relevant and engaging essays on the economics of electricity supply. Dr. Muralee has exclusively studied the power sector reforms in India and has evinced a keen interest in working with the policy aspects related to energy efficiency, universal provisioning of energy and energy pricing in the country. Dr. Muralee’s research work is published in high impact journals like the Energy Policy. He is also a reviewer for journals of international repute such as The Indian Economic Journal (Sage), Energy Policy and The Energy Journal. He teaches courses on Environmental Management and Sustainability Development, Financial Risk Management and Energy Finance.

Industry and Academic Experience: 20 years

Dr. Muralee has extensively studied the power sector reforms in India and has evinced a keen interest in working with the policy aspects related to energy efficiency, universal provisioning of energy and energy pricing in the country. Dr. Muralee’s research work is published in high impact journals like the Energy Policy. He is also a reviewer for journals of international repute such as The Indian Economic Journal (Sage), Energy Policy and The Energy Journal. He teaches courses on Environmental Management and Sustainability Development, Financial Risk Management and Energy Finance.

Industry and Academic Experience: 20 years

She is an MBA from Amrita School of Business, Coimbatore and has obtained a Doctorate from Xavier Institute of Management, Bhubaneswar. Her academic interests are in the area of Strategic Management. Her research interests are Business Groups, Diversification and Emerging Markets.

Industry and Academic Experience: 21 Years

For about two decades, Dr Muralee has been both an active practitioner and a researcher in the energy industry in general and the power sector in particular. He is a Fellow of XLR (Jamshedpur) in Economics area, and his thesis “Three essays on Electricity Supply Industry” includes three relevant and engaging essays on the economics of electricity supply. Dr. Muralee has extensively studied the power sector reforms in India and has evinced a keen interest in working with the policy aspects related to energy efficiency, universal provisioning of energy and energy pricing in the country. Dr. Muralee’s research work is published in high impact journals like the Energy Policy. He is also a reviewer for journals of international repute such as The Indian Economic Journal (Sage), Energy Policy and The Energy Journal. He teaches courses on Environmental Management and Sustainability Development, Financial Risk Management and Energy Finance.
Rahul Sukumaran is a faculty member in the OB and HRM area at ASB, Coimbatore. He has submitted his dissertation at IIM Trichy and is awaiting his defence. His research interests revolve around the area of identity, organizational change, specified by the power relations and Critical Management Studies. In this regard, he has presented papers at prestigious international conferences, such as EGOS (European Group of Organization Studies) at Edinburgh, UK. Several other papers have been accepted at ICMS, London, UK; ECP, Moscow and so on. His has a paper published at an international journal (ABIIC) and has several working papers targeted at top-tier research outlets. During Rahul’s tenure at ASB, Coimbatore, he has been mentored by a cross-divisional professor who has ways of working in competition at IIM Ahmedabad to the top 150 and one team made it to the top 20 in the country. In addition, under his mentorship 8 students have got their BRP (Business Research Project) papers accepted at an international conference at IIM Kglpur. Presently, Prof. Rahul handles a core course termed Organizational Behaviour I.

Industry and Academic Experience: 21 years
Dr. A. V. Shyam has been with ASB Coimbatore for a total of 14 years, and has been engaged in teaching, research, consultancy, and academic administration. Currently, he is the Chairman at ASB Coimbatore. He is a member of the University Academic Council, Faculty committee for Faculty of Management (A University level committee), and the Board of Studies for Management. He has earlier served in several school level committees including the Post Graduate Programme Committee for the MBA programme, and the PhD committee. His research interests are in the domains of Cognitive Business Intelligence, Issues in technology-human interface, analytics applications etc. He has published in international conferences and journals and journals including the Journal of Retailing and Consumer Services, and Journal of Services Marketing. In the PhD programme, Dr. Shyam has taught the courses Research Methodology in Management and Research Trends in Information Systems and Analytics. For MBA students, he teaches courses on Data Analytics, Business Analytics, and Advanced Tools for Decision Support.

Industry and Academic Experience: 20 years
Prof. Shri Krishnan began his career as a faculty in Amrita Institute of Advanced Computing, Coimbatore. He was managing K-10 IT Education in Amrita Vidyalayams (a chain of 40+ CBSE schools) by recruitment, training, FDPs of Instructors and Infrastructure Management. He is a Cisco Certified Java Instructor and has trained instructors and students in Java Technologies in Cisco Networking Academy. He was also involved in the Quality and Support Services of Cisco Networking Academies.

His academic and research areas include Gamification, Content Commodification, Cloud, Social Brands, Online Reputation Management, Cyber Laws, E-tailing, Growth Hacking, Web and social Analytics and ERP using SAP. At ASB Coimbatore, he teaches Digital Marketing, Social Media marketing, E-commerce and ERP using SAP.

Industry and Academic Experience: 23 years
Recipient of Ramnawami P.Ayer Best Young Teacher Award instituted by AIMS, awardee of AICTE’s Young Teacher Career Award, Devang Mehta Award for Best professor in HRM, CII Industrial Fellowship Award, Dr. R. G Priyadarshini teaches Talent Acquisition and Development, Performance Management & Compensation, Organizational Change and Development and HR Analytics for MBA students. She has had academic associations with PSG College of Technology, University of Toledo & San Diego State University, USA; professional associations with TVG group of companies, Wipro Technologies and Larsen and Toubro. She is a qualified award assessor for CII EXIM Bank Award for Business Excellence and a qualified psychometrician (Thomas international, UK) and certified in designing and managing assessment centers.

She has authored text books titled ‘Organizational Change and Development’ and ‘Change Management and Organizational Transformation’ published by Cengage Learning and cases on ‘Conflict management’ and ‘Tye Care for All’ in SHRM case collection.

Industry and Academic Experience: 25 years
Prof. Shobhana Madhavan holds a BE degree from Delhi College of Engineering, a PGDM from IIM-Ahmedabad, an MPS from Cornell University, USA and a PhD from Deakin University, Australia. She worked as an international development consultant for organizations such as WWF-Indochina, Asian Development Bank, Cornell Institute of Food, Agricultural and Development (CIFAD), and GFA Terra Systems-Germany. She has worked in the field of nature conservation and rural development in protected areas in countries such as Madagascar, Vietnam, and Laos. In India, she has worked with the UNDP; Aga Khan Rural Support Program, Gujarat, and CASAD, Maharashtra.

At ASB Coimbatore, her research and teaching activities focus on Cross-Cultural Management, International Management, Managing Negotiations, and Management beyond Profit. She is the author of the award-winning textbook Cross-cultural Management – Concepts and Cases published by Oxford University Press.

Industry and Academic Experience: 22 years
Dr. Rajiv Prasad did his BA (Hons) in Political Science from Patna University, MBA from IRMA, Anand and Ph.D. from IIM Calcutta. Research areas of his interest are human psychology and its application in organizational setting; values, leadership & their relationship with empowering organizational culture; spirituality at the workplace; application of ancient Indian wisdom for modern management; self-management; and Business Ethics. He has conducted training sessions on these areas for many organizations like Employees’ State Insurance Corporation (ESIC), National Dairy Development Board (NDDB), Power Grid Corporation of India Ltd., UNICEF, etc. He is also an academic consultant to Commonwealth of Learning, Vancouver, Canada. He developed the course material for Business Ethics for their EMBA course which is administered in several member countries of the Commonwealth. He has also been a visiting faculty at IIM Kozhikode and is the Adjunct faculty member of State University of New York at Buffalo, USA since 2008. At ASB Coimbatore, he teaches OB, Leadership, Business Ethics, and Management of Self for Success and Happiness. He is a pioneer in the area of teaching a course based on the theme of Happiness among B-Schools in India. He has been teaching this unique course since 2007.
Marketing

Industry and Academic Experience: 24 years

Dr. Deepak Gupta is a graduate in Chemical Engineering from IIT Delhi and did his PGDM at IIM Calcutta. At UC Berkeley, he earned a M.Sc. in Marketing at the Haas School, an MA in Economics, and an Interdisciplinary Ph.D. As a keen researcher, Dr. Deepak Gupta conducts research across various domains such as International Business, International Marketing, Marketing Research, Innovation Management, E-learning, Entrepreneurship, Online Decision Making & Learning, Customer Insights & Business Intelligence, and Skilled Migration. Dr. Gupta teaches courses in International Business, Marketing, Marketing Research, Business Research Methods and Innovation for the MBA program and on the Research Traditions in Marketing, Philosophy of Management Research, and Innovation research for the Ph.D. program. In the industry, he worked for two and a half years in Ponds India Ltd. He was also an adjunct faculty for SUNY Buffalo.

Industry and Academic Experience: 18 years

Mrs. V U Vinitha is a Post Graduate Diploma in Management from Amrita School of Business and holds UGC NET in Management. She is also a qualified Accredited Management Teacher (AMT) from AIMA. Mrs. Vinitha V U has worked in the industry for 5 years in administrative and marketing positions in Healthcare and Education sectors and over 13 years of MBA teaching in reputed B-Schools in Kerala. She was previously associated with Monti International Institute of Management Studies, Perinthalmanna, MES College of Engineering, Kuttipuram and ICFI National College, Kozhikode. She was also a visiting faculty to School of Management Studies, Perinthalmanna, MES College of Engineering, Kuttippuram and ICFAI National College, Kozhikode. She is pursuing her PhD from Amrita School of Business, Coimbatore and in the area of marketing and behavioral sciences. Her research interest areas include product design, aesthetics, servicescapes, biomorphism and anthropomorphism. At ASB Coimbatore, she teaches Marketing Services, Marketing and Consumer Behavior. She has to her credit, research publications in journals and presentations in reputed academic conferences. For MBA students, she teaches Marketing Management, Retail Management and Rural Management.

Industry and Academic Experience: 16 years

Gopakumar V joined ASB Coimbatore with corporate experience of 12 years in Consulting, Retail Branding, Marketing, Entrepreneurship, and Sales and Distribution. A 2003 alumnus of ASB Coimbatore, he started his career at Philips India Ltd. He later joined Blue Star Ltd. as a member of their Strategic Programs team, handling national responsibilities for the channel planning and retail expansion of the company's Air-conditioning Division. Gopakumar started a consulting outfit in the Retail Industry and has been working on Retail space branding and roll out solutions for corporates and SMEs. He currently pursues Ph.D. at Amrita University. His areas of research include consumer behavior, retailing and rural marketing. He is part of “Fish4Food” international project in collaboration with University if Amsterdam, studying the role of branding aspect of fish in addressing food security issues of the urban poor. For MBA students, he teaches Marketing Management, Retail Management and Rural Management.

Industry and Academic Experience: 5 years

Dr. Krishnan Jeesha is Ph.D. from Indian Institute of Management Kozhikode and conducts researches in areas of Webcare, Brand Equity and Digital marketing. He is the recipient of the NASMEI Sethuraman research grant. He has presented his work in prestigious conferences across the globe. For MBA students, he teaches core courses of Marketing, Digital Marketing, Brand Management.
Dr. SANJAY BANERJI
Professor Emeritus (Operations)
Qualification: UNDP Fellow
(Kellogg School of Management), Fellow (IIM-C), B.Sc. (Engg.)

Sanjay Banerji is the Founder Director of ASB. Prior to Amrita, he worked with Hindustan Steel Ltd/SAI and MFI Gurgaon. He is a senior member ASQ. At ASB Coimbatore, he taught Logistics & Supply Chain Management, Project Management and Environmental Management & Sustainable Development for MBA students and guided PhD scholars. He led the faculty team successfully for achieving initial accreditation from AACSB for its MBA and PhD programs in November 2019. He was also the coordinator for SUITEST (www.sulitest.org) a global test on sustainability, for Amrita University.

Industry and Academic Experience: 51 years

Dr. M. Suresh received his Ph.D. from IIT Bombay and Masters in Industrial Engineering from PSG College of Technology, Coimbatore. Prior to ASB Coimbatore, he was working as Corporate Trainer in the area of Project Management at L&T. He is trained and interested to teach in the areas of Project Management, Multi-Criteria Decision Making, Lean and Agile Manufacturing Systems, Supply Chain Management, Production and Operations Management, etc. He has several international publications to his credit in areas related to Operations Management.

At ASB Coimbatore, he teaches Data Analytics II, Production and Operations Management – II, Manufacturing Systems and Multi-Criteria Decision Making for MBA students.

Industry and Academic Experience: 16 years

Dr. Hemamala is a PhD graduate from ASB. She works in the area of Operations and specifically, in Logistics and Supply Chain. Her research focused on how small/medium manufacturing firms could use logistics as a strategy to face their major business challenges. She is an Engineering graduate and has an MBA in Operations & Finance and a Master’s in Foreign Trade. Her M. Phil was also in the area of Logistics. She has been teaching for 25 years now and has also been engaged in consultancy and training with industry. She was earlier associated with CK Institute of Management, Coimbatore as Assistant Dean - Academics. She is a recipient of Rotary International Cultural Ambassadorial Scholarship; won ‘Best Paper – Early Operations Track’ in 7th Doctoral Colloquium at IIM Ahmedabad in 2013 and won CIF’s Case Writing Competition for Teachers, 2012. Her research interests include Industry 4.0, Logistics and Supply Chain Management, System Dynamics Modeling and SME Performance Measurement. At ASB Coimbatore, she teaches the core course.

Industry & Academic Experience: 26 years

Dr. Santanu Mandal is an Associate Professor in the Department of Operations and IT at Amrita School of Business, Amrita Vishwa Vidyapeetham, Coimbatore. Prior to ASB Coimbatore, he was teaching at Sikkim Manipal University for several years. He has been a visiting scholar in the department of Management Science, Spears School of Business, Oklahoma State University, USA. He recently won the Best Paper Award at International Conference on Management of Ergonomic Design, Industrial Safety and Healthcare (MESH) 2016 held at IIT Kanagpur in Dec 2016. He has also organized a workshop on “Analytics Using R” at IBS Hyderabad in June, 2016. He has presented papers in several national and international conferences in India and abroad. He has published in several international journals like International Journal of Operations and Production Management, Journal of Production Research, Journal of Business and Industrial Marketing, Journal of Travel Research, Journal of Travel and Tourism Marketing, Management Research Review, Knowledge and Process Management etc. His research interests typically include technology management, supply chain management, operations management, tourism supply chains, sustainable tourism and healthcare operations.

Industry and Academic Experience: 10 years

Assistant Professor
Qualification: B.Tech, MBA, PhD

Dr. SANTANU MANDAL
Associate Professor
Qualification: Ph.D. (IIT Bombay), ME

Assistant Professor
Qualification: B.Ed, MBA, MPhil, PhD

Dr. SANTANU MANDAL
Assistant Professor
Qualification: B.Ed, MBA, MPhil, PhD

Assistant Professor
Qualification: PGDM, B.E

Dr. VISWANATHAN V.
Assistant Professor
Qualification: UNDP Fellow
(Kellogg School of Management), Fellow (IIM-C), B.Sc. (Engg.)

Assistant Professor
Qualification: PGDM, B.E
Prof. Rajkumar Ranganathan
Qualification: MBA, PGDM., M.Tech.

Prof. Rajkumar Ranganathan has Masters in Textile Technology with MBA and PGDM. He has previously worked under Ministry of Textiles, Government of India under various capacities of Registrar (ic) / Controller of Examinations / Authorised signatory etc. Has research experience at Technical University of Liberec, Czech Republic. His Industry experience is in Textiles machinery manufacturing. Published in leading journals and Conferences both National and International. He was a member of Sub group constituted by then Planning commission, Govt of India, for 2012-17, on designing and developing a policy note on Textiles and Fashion Education. He has served as evaluator for various projects under DST. He is one of the reviewers for NTPL courses in textile processing. He has invented a Handloom for the blind under RuTag with IIT Madras for an NGO in Lattur. He has the experience of conducting various National level Recruitment examinations for Indian PSUs (NTC etc.). Presently he is the Deputy Controller of Examinations at ASB CBE. He is also the Nodal officer for DST Training Programme at the School.

Deputy Controller of Examinations ASB CBE

Prof. C. S. Udhayakumar
Associate Professor
Qualification: M.A. (Sociology), M.Sc. (Yoga), T.C.Y. (Kaivalyadhama), P.G. Dip. (Yoga), P.G. Dip. (Guidance and Counseling), Dip. (Saiva Siddhaantham), Cert. (Indian Psychology)

Industry and Academic Experience: 45years
He was an educator and consultant for Yoga Education, Life Skills and Personal Growth programs for many organizations like Madras Port Trust, National Institute of Port Management (NIPM), IOB Staff College, LIC Zonal Training Centre, Tube Products of India, TI Cycles of India, Tamilnadu Petroproducts Ltd., Carborundum Universal Ltd., Rane (I) Ltd., Ponds (I) Ltd., Tata Consultancy Services, and many others. He joined the YOGA ACADEMY, an offshoot of the Swami Sivananda Vedanta Yoga Center, founded by Swami Vishnudevananda. He had his vocational education and higher studies in Yoga, Yoga Therapy and allied subjects in KAIVALYADHAMA, Lonavla in Pune and also in the KYM Institute of Yoga Studies, Chennai, under the guidance of Dr. T.K.V.Desikachar, son of the legendary Mysore T. Krishnamacharya.
He was the Founder-Director of YOGAKSHETHRAM-Foundation for Yoga Studies' in Chennai before joining the Amrita family in Coimbatore as a full time faculty in 1996.
Adv. Anupa A.M.

Qualification: BAL, LL.B, LL.M (University first rank)

Advocate Anupa is a freelancer providing legal advice and handling law related courses for Commerce and Management students for the past decade, after a brief stint in law practice. Her areas of interest are mercantile laws and IPR laws. She has previously worked full-time as the Coordinator (Programme & Development) for a proposed law school, as programme co-ordinator in the office of the Dean (Post Graduate Programmes), and as a Project associate in a DIT-funded project at Amrita Vishwa Vidyapeetham. She has an avid interest in Carnatic music.

Mrs. Archana Subhash

M Sc Applied Psychology, 2005, Annamalai University
(Distance Education Program)

MBA, 1988, University of Allahabad, B.A (Psychology), 1996, University of Allahabad.

Teaches Business Communication, Organisational Behaviour, Ethics and Business, Business Environment, Consumer Behavior, Organisational Development


Dr. Harish Kumar

PhD, CFA

industry Expert & Consultant

Areas of Expertise:

Finance: Investment Analysis and Portfolio Management

Reviewer - Linguistics and Literature Studies-Horizon Research Publications, U.S.A.

He teaches equity portfolio management in various universities globally using a unique simulation software. He is an expert in quantitative and fundemental equity portfolio management strategies.

Dr. S.Krishna Kumar

PhD, Post-Graduation in Management, MDI Gurgaon,

A decade and above full-time teaching experience in management associated with institutions of repute. Worked as faculty in M/s. Janson’s School of business Coimbatore and BS Abdur Rahman University Chennai where he anchored the FDP/MDP initiatives.

He has an experience of 30+ years Industry Experience with India’s leading corporate, Active involvement in strategy design as CEO of reputed institutions like TVS group with significant contribution like creating India’s largest selling two-wheeler Tyre brand “TVS TYRES”. he is well known and sought after MDP/FDP program director of quality and repute. His consulting domain includes Change management, Turnaround strategy and Strategic management.

Lt Col Korath V Mathew (R)

NDA, Corps of Engineers, B Tech, MBA

He is an expert in ICT, e-Governance, Smart Solutions, SaaS, Paas, Cloud Services, (UID) Aadhaar Services, India stack, IoT, Big Data, AI, Digital service Delivery, Financial inclusion, PPP model, etc. His Present assignments include, Smart City Consultant Konza Technopolis, Kenya, ICT and E-Governance consultant for Smart City Kochi, Subject Expert for Aadhaar (UID) Study with CDFI and ISB., Visiting Faculty -IoT and Smart Solutions at Amrita University, ICT and BPR Expert for Shilling Smart City. Has received the Kerala Chief Minister's e-Governance Award, and the Chief of Air Staff Commendation Medal

Prof. Jay Misra


Teaches Entrepreneurship, International Business & 5 other courses., Faculty Member at Stanford Graduate School of Business and guest lecturer in Harvard in latter 80’s and early 90’s. Finalist for Distinguished Teaching Award Published two books, “Business Telecommunications: Concepts and Cases in Telematics” and “Business Telematics”. Two HBS case studies published. His professional experience includes as Private Investor and Philanthropist in 1996, Managing Director, in Wall Street, for technology investments worldwide, Former Member of several boards of directors. VP at Capital Group (2nd largest investment company in USA). Started his professional career after MBA in 1982 with Intel, in product marketing roles.

Mr. Madhava Priyan M.P

30 years of hardcore HR experience, specialized in Organizational Behavior & Organizational Development

Guest faculty for IIT Madras, Great Lakes Institute of Management, Reserve Bank of India Staff Training College, Visiting Symbiosis-Pune, Loyola College, Madras University and Anna University.

Empaened Trainer, Madras Management Association (MMA) and Kerala Management Association ( KMA) and Palakkad Management Association ( PMA), Trainer for Forest Officers at Parambikulam Tiger Reserve, Specialization in Training & Development (from Indian Society for Training & Development , ISTD ), Certified Line Trainer, Certified PPA Practitioner ( Thomas International).

Currently working as Head- HR & Organizational Development with Flyjac Logistics Private Limited, (Hitachi Transport System Group).

Mr. Madhuv Menon K B

Is a Ph. D. in Organizational Psychology and an M. Phil. in Behavioral Modification techniques from the University of Calicut.

He is an organizational Psychologist with 22 plus years of experience in the different fields of Applied Psychology like, education, management consulting, leadership development, change management, life skill training, counseling, coaching and mentoring.

Presently he is serving as, Head of Learning and Counseling, Coimbatore. His areas of interest are Leadership development, change management, Life skills training and executive coaching.

Mrs. Archana Subhash

M Sc Applied Psychology, 2005, Annamalai University
(Distance Education Program)

MBA, 1988, University of Allahabad, B.A (Psychology), 1996, University of Allahabad.

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Dr. Madhu Menon K B

PhD, Post-Graduation in Management, MDI Gurgaon,

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Mrs. Meena Ramji M.A, F.C.M.A

A Cost Accountant by profession, a Fellow member of the Institute of Cost Accountants of India with 21 years of experience.

A gold medalist in economics in both B.A and M.A from Madras University.

She also a Qualified in Advanced Diploma in Management Accounting from C.I.M.A.U. U. K Partner S. Mahadevan & Co, Cost Accountants, a leading Cost Accounting firm.

Qualified to be appointed as an Independent Director having passed the Exam conducted by Indian Institute of Corporate Affairs in 2020.

Connected with leading Institutions as Visiting faculty on Cost Management.

Mr. Sreevalsan M

He has an experience of more than 35 years in IT field with a demonstrated history of working in the education management industry. Started career as a faculty member in St. Xavier’s College, Ahmedabad in the year 1985.

From 1995, working with Amrita Vishwa Vidyapeetham - University. Currently heading the ICTS Department of the University.

Heading the Cisco Networking Academy at the University and is the Academy Support Expert for Cisco Networking Academies in India. Member - Global Advisory Committee - Cisco Networking Academy 2020-21.

His Areas of interest include Computer Networks and Security, Operating Systems, Cloud infrastructure, Systems Administration, IT infrastructure design & implementation.

Mr. Prabhu Chari

B.Sc., Loyola College Chennai. PG (Hons.) Diploma in PM & IR from MSSW Chennai.

PG Dip. in MM from Annamalai University, MBA - HR - IGNOU New Delhi. PGCHRM-XLRI Jamshedpur.

Professional Certifications include Certified BPM from Crestcom International, CHRP from Aon Hewitt. CCL from Maynard & Leigh.

He is an accomplished Human Resources Professional with overall experience of 31 years. He was Associated with Cognizant Coimbatore facility as a seed member and Head of Human Resources for over 15 years and with Amrita Business School as adjunct faculty for the past 6 years.

Mr. Vijay P Sankar

He is an engineer and alumnus of IIM Bangalore is a seasoned marketing technology professional with over 13 years of industry experience working with brands and advertising agencies in effectively measuring and optimizing marketing campaigns.

Mr. Shrawan Karkia

MBA - Indian Institute of Management. Gold Medallist with focus in Marketing and Operations.


Experience: Total - 17, International - 4, Project/Program Management - 12. Domain: Digital Marketing Analytics - 7.5, Supply Chain - 6, GIS - 1.5

Currently working as Director, Service Delivery, Nielsen Kochi

Earlier work experiences include, WIPRO SPECTRAMIND, New Delhi, Infosys Technologies Ltd, Bhubaneswar & USA, Cybertech Softwares & Systems Ltd, Mumbai.

Dr. Harini Jayaraman

Dr. Harini Jayaraman had worked as Professor and Chair, Department of English, Amrita School of Engineering, Coimbatore till her superannuation in June 2018. During her long service of 24 years, she had designed, developed, and taught several English Language and Literature courses. She has been a Chair of Boards of Studies in Languages, and English Language & Literature courses in Amrita and other universities as well. Her research interests lie in the areas of English Language & Literature teaching (ELT), Women’s Writing, and Indian Writing in English.

Dr. Jayaraman, during her tenure as a professor had been a research guide and had also served as a member of doctoral committees. She has published her research work as book chapters and articles in several national and international conferences and journals. Besides teaching and administration, her penchant for mentoring the young minds had helped her play a significant role in the establishment and growth of a vibrant Literary Club at Amrita.

Dr. Geetha Senthilkumar

Ph.D. English Literature

PhD Supervisor – Bharathiar University; Coimbatore

Has a Teaching experience of years till date 20 years and 5 months.

Subjects taught: Communicative English, Professional Communication, Technical Communication, Business Communication, Indian Thought through English (I and II-year B. Tech), Technical Writing (M.Tech), and Literature papers (B.A.; M.A. English)

Certified Trainer-Business English Certificate Course (BEC) and IELTS.

Member- University-level Board of Studies in English Literature at Amrita University, Coimbatore, BOS– UG English – Avinashilingam University, Coimbatore – 2009 - 2011

Reviewer - Linguistics and Literature Studies-Horizon Research Publications, U.S.A.

Mr. Gandhimathinathan P

Mr. Gandhimathinathan is currently Vice President-HR of Bradken India.

A people champion with more than three decades of experience in learning and experiencing the entire gamut of employee process and experienced transformation of people process.

Practiced the purpose of people processes of Acquiring, Training, Developing and Retaining. Business partnering was always at the heart of experience by communicating, motivating and continuous improvements. Practiced pro-active industrial relations to sustain industrial harmony.

Gifted with experience in Business Process Re-engineering, TPM, six-sigma, job /Role analysis and Reward management.

Possess global experience in capability development in Asia, Pacific and Americas.

A continuous learner with a good amount of interest in Storytelling, Design Thinking, Digitization and Psychology.

Part of NIPM HR Forum contributed in bringing the best practices and developments to the HR Fraternity in the geography.

Mr. Shrawan Karkia

MBA - Indian Institute of Management. Gold Medallist with focus in Marketing and Operations.


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Mr. Gandhimathinathan P

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Gifted with experience in Business Process Re-engineering, TPM, six-sigma, job /Role analysis and Reward management.

Possess global experience in capability development in Asia, Pacific and Americas.

A continuous learner with a good amount of interest in Storytelling, Design Thinking, Digitization and Psychology.

Part of NIPM HR Forum contributed in bringing the best practices and developments to the HR Fraternity in the geography.
ASB believes in enriching the students’ academic knowledge through interaction with leading corporate executives, professionals and entrepreneurs. Under the banner of colloquia numerous interactions are held in ASB campus with focus on the specialization courses.
Ph.D. at Amrita School of Business

Amrita School of Business (ASB) started the Ph.D. program in Management in 2009. The ASB Ph.D. program is a vibrant multi-disciplinary doctoral program open to both full-time and part-time Ph.D. aspirants. In its decade-long existence, our program has already built a reputation as one of the best Ph.D. programs in management in the country, recognized both for the rigor of our research training, the global pedigree of the faculty, and the quality of our scholars.

The ASB Ph.D. program faculty has PhDs from some of the marquee institutions in this country, and globally. These include Deakin University, Florida State, IGIIDR, the IIMs, the IITs, JNU, UC Berkeley, XLRI, Anna University and Bharathiar University. Our PhD scholars have come from a broad spectrum of educational institutions as well as organizations such as Accenture, Cognizant, IET, Intel, KSB, Microsoft, Oracle, Singtel (Singapore), and TCS. Among our students are also those running their start-ups and entrepreneurial ventures. In recognition of its high quality, the ASB PhD program is among the less than ten doctoral programs in the country accredited by AACSB, the global gold standard in management accreditation.

We offer the opportunity for doing doctoral research in all the principal areas of management research – Marketing, Accounting and Finance, Economics, Operations, Human Resources, Organisational Behaviour, Information Systems, Entrepreneurship & Start-ups. We also have a rich tradition in multi-disciplinary, multi-method research.

Admission dates and procedure

Aspirants can visit the weblink [https://www.amrita.edu/program/ph-d-management] for necessary details. The interested candidates can directly fill in the application form online at [https://asap.amrita.edu/phd/]

Eligibility

Master’s degree in any discipline with minimum 60% marks.

Admission Team

Prof. Dr. V. Ravi Kumar

Dr. V. Ravi Kumar possesses 35 years of work experience in corporate and academics.

He has a strong and credible record in the area of marketing for 14 years having worked in companies like, Ge, Deo group, Modi Xerox Ltd., Kenstar Ltd., and BPL Ltd.. His experience spans Direct selling, Channel management, Product launch, Brand management, Collection management and Branch administration. Was instrumental in the development of rural markets for consumer durable products and extensively involved in advertisement planning.

His academic experience spans 21 years and credentials include a PhD in Management (Research on Brand Equity), handling classes for MBA students, was Board of Studies member for MBA of Bharathiar University, organizing value added certificate courses for the institution, coordinating admission and placement work. Has supervised 7 PhD scholars in their Ph.D. work and completion. Has authored articles in national and International Journals. Retired as Principal of a Leading B-School in Coimbatore in 2019.

Currently working as Head- Marketing, of Amrita School of Business, Coimbatore

Prof. Shri Krishnan, J

Senior Manager, Admissions, Media and Alumni Relations.

Qualification: PGCDS, DCPA (UK), MCA, B.Sc.

Industry and Academic Experience: 20 years.

Prof. Shri Krishnan began his career as a faculty in Amrita Institute of Advanced Computing, Coimbatore. He was managing K-10 IT Education in Amrita Vidyalayam’s (a chain of 40+ CBSE schools) by recruitment, training, EDPs of instructors and infrastructure Management. He is a Cisco Certified Java Instructor and has trained Instructors and students in Java Technologies in Cisco Networking Academy. He was also involved in the Quality and Support Services of Cisco Networking Academics.

His academic and research areas include Gamification, Content Commodity, Cloud Social Brands, Online Reputation Management, Cyber Laws, E-tailing, Growth Hacking, Web and social Analytics and ERP using SAP. At ASB Coimbatore, he teaches Digital Marketing, Social Media marketing, E-commerce and ERP using SAP.

Currently he is involved in Media strategies for Admissions and coordinating and managing alumni meets and interaction.

Gunasekaran R.

Admission executive at ASB. Is an B.Com, MBA from Bharathiar University.

Key competencies include knowledge of admission and administration procedures of educational institutions Office management, Documentation and status reporting, Data collection and Data mining. Adept in Data analysis using Microsoft Excel, Adept Verbal and written communication. Technical skills include working efficiently in Microsoft Office - Excel, Word and Power Point, Google Drive. Updating data on online customized admission servers.

Has acquired the following certifications,

- ‘Hiring Staff’, ‘Effective Leadership’ and ‘Strategic Planning’, online courses of Hewlett-Packard (HP).
- Coursera Course Certificates on ‘Business English: Networking’, *Preparation to Manage Human Resources’, *What is Social*.
- Six Sigma yellow belt.
- Acquired 6/10 in Psychometric Test of Pragyanmeter, the online rating tool to assess the competency of candidates.

Was involved in the DST Programme coordination during 2019.
Administration Team

R.V. Madhu Kumar
Administrative Officer

K. R. Jayachandran
Executive Secretary

K. Sathyanarayanan
Senior Executive - Academics

D. Sudhir Kumar
Manager - Communications

S. Aswanter
Assistant Manager - Internships

MBA Admission Process 2021

Step -1
Apply online at www.amrita.edu/mba

Step -2
Announcement of shortlisted candidates

Step -3
Personal Interview

Interviews are held at Amritapuri, Bengaluru, Chennai, Coimbatore, Hyderabad, Kochi, Kolkata, Mumbai and New Delhi. *

* Subject to the number of applied candidates

Note: Subject to the pandemic situation prevailing, an online interview may be scheduled

Eligibility

> Bachelor’s degree in any discipline with 50% marks
> Valid entrance test score such as CAT / XAT / MAT / CMAT / GRE /GMAT

The candidates will be shortlisted based on a composite score which is computed by including the eligibility test score, communication skills (oral and written), overall personality and extra curricular activities