

Dr. S.Sathish Kumar - Assistant Professor - Marketing & Strategy

Dr. S.Sathish kumar is the professor of Marketing & Strategy at Eva Stalin Business School. He has around 17 years of experience in the marketing services industry as well as in academics. He received Phd, thesis titled on Integrating CRM strategies for Organized FMCG retail units in Chennai towards loyalty. He has worked with reputed MNC; USA & Germany includes Marketing Strategy, CRM & E- Commerce. His main area of interest is Marketing Management, Sales & Advertisement, Service Management, ERP, MIS & Economics and Management Science. He has published many Journals and Presented papers on both National and International Conferences.