

Faculty Profile

Dr. Rajesh C. B.Sc., M.B.A., UGC-NET., Ph.D (Mgmt)



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About

Dr. Rajesh Chandrashekar, is an Associate professor at the PG centre of Department of Management Studies.

Education

Prof. Rajesh has earned his Ph.D in Management, specializing in the area of Marketing, from Jain University, he has cleared UGC-NET, and has M.B.A., from Bangalore University. Alongside, Prof. is a Certified Six Sigma Black Belt (CSSB) and Certified Digital Marketing Master (CDMM). Prof. also specializes in Anti-counterfeiting strategies.

experience

Before Joining ABBA, Prof. Rajesh had worked with Pharmaceuticals and Precision Parts Manufacturing companies in India and China Respectively. He carried with him, 08 Years of National and International Marketing Experience, at the time of Joining ABBS.

Research area

Prof. Rajesh' research interests lie in the field of Business-to-Business Marketing, Supply chain management, Channel Management, Marketing management, Anti-counterfeiting studies, Logistics, 6 Sigma process improvement and Project Management. He is currently investigating the effect of counterfeits on salesman effectiveness using case-study method, and beneficial shielding methods companies can adopt in training module. He is also working on anti-counterfeit strategies for pesticides market in India.