

CONSOLIDATED TEMPLATE

Name: Harish B. Suri

Designation – Professor of Practice

Biography

A passionate leader with first class communication skills & a long track record of being a successful manager. He belongs to the alumnus of premier institutes like IIT Kharagpur, FMS, Delhi and IIM-Mumbai in India, with extensive knowledge of all current economic, social, and regulatory issues. An inspiring and motivational manager with first-rate interpersonal skills and the ability and passion to develop/contribute to the vision of any institution or company. He can push performance improvement whilst delivering growth at the same time. ***Having performed (>12 yrs.) at CxO levels with US based MNCs, he ensures that objectives are well defined, expectations are delivered and relationships maintained.*** He finished his research and got a PhD in Customer Experience Management (CxM) from IIM, Mumbai.

He has worked for 25 years in multi-Billion Dollar and FORTUNE 500 Companies. Held various roles & ranks of leadership addressing a range of challenging tasks in companies like **ORG Systems, Digital (now Compaq-HP), Fujitsu ICIM (Fujitsu, Japan + ICL, UK), Unisys, Motorola & UTStarcom.** Starting his career as a sales trainee rose to leadership posts like Director level and handled domestic as well as international markets.

As an academician he has worked closely, as visiting faculty & adjunct faculty with prestigious institutions like IIMs, IITM, IRMA and a few Mumbai/Navi Mumbai based business schools. He was involved in teaching, establishing Industry Connect and conducting MDP/FDPs besides doing value addition to Board of Studies, Course design etc. to suit industry needs. Have got more than 15000 hours of teaching and training experience.

His ability to engage and engross the class is commendable whether dealing with fresh students or experienced scholars. He can lucidly relate the theoretical concepts with best practices of the industry and back it up with factual data from Indian as well international markets.

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Areas of Research Interest : Customer Experience Management

Education

Feb, 2023	Ph.D (IIM, Mumbai)
June, 2000/ Dec '86	MBA(FMS, Delhi) / M.Tech (IIT, Kharagpur)
June 1983	B.Sc (Osmania University)

Courses Taught : Marketing Management, Sales and Distribution Management, International Marketing, B2B/ B2C Sales, CRM, Negotiations, Strategic Management, Digital Marketing, Rural Management, Consumer Behavior, Marketing of Services, Neuromarketing, Group Dynamics, Business Ethics & CSR.

Select Publications (include 3 to 5 top ones according to faculty)

1. Decoding Organizational factors in Patient experience using Netnography - Academy of Marketing Science Journal – AMSJ (Vol.26, Issue No.4 - ISSN-1528-2678-26-4-226)
2. Decoding personal factors in Patient experience using Netnography. The British Journal of Administrative Management -TBJAM(Vol 28, Issue 4 - ISSN - 1746 1278)