



Dr. Rajendra Nargundkar

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Dr. Rajendra Nargundkar is an accomplished academician. He is the author of 3 major books on Marketing Research, Services Marketing and International Marketing. His research has been published in the Academy of Management Journal, Journal of Global Marketing & several other journals. He has worked as a marketing professor at IIM-K, IIM-L and many other institutions. His areas of interest include BPR, Services Marketing, CRM and world-class Marketing.

He is presently guiding 3 doctoral students, is on the editorial review board of several journals such as IIM-B Management Review, IIM IMPACT & had founded The PES Business Review during his stint as Director, PES Institute of Management. He is also a faculty trainer of repute in Research Methodology, The Case Method of Teaching and Pedagogy.

Experience: Over 20 years of teaching, research, consulting and training.
