

WEBSITE BRIEF — ssreeram.com

Prepared by: Sreeram Sivaramakrishnan

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1. About Me

I am an independent management educator and consultant based in Mumbai. I have over 13 years of experience in academia — most recently as a Professor at the Tata Institute of Social Sciences, and before that as an Associate Professor & Area Chair at NMIMS, Mumbai. Prior to academia, I spent 12 years in consumer banking with Standard Chartered Bank and ABN AMRO Bank. My work currently spans research, teaching case writing, corporate training, and academic consulting.

My current website (ssreeram.com) was built around workshop offerings that are no longer active. I want to replace it entirely with a new site that reflects who I am and what I actually do now.

2. What I Need Built

You can choose to edit the existing site or create an absolutely new one. I leave it to you.

The modified site should have the following pages:

Home | About | Publications | Services | Blog | Testimonials | Contact

The following pages from the current site can be hidden:

- FAQs page
 - Refunds & Cancellations Policy page
 - All four workshop sub-pages
 - The current home page
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3. Home Page

The home page should present me as an independent management educator and consultant. The tone should be professional and academic, but not stiff or corporate.

Top section (Hero)

- My professional headshot (attached)

- My name: Sreeram Sivaramakrishnan
- Tagline: "Management Educator | Research-Informed | Case Writer"
- A short positioning statement (2–3 lines). Suggested text: *"With over two decades bridging industry and academia, I help organisations and students develop clarity of reasoning through structured thinking, practical application, and research-informed insights."*
- A "Get in Touch" button linking to the Contact page

Three areas of work

Three side-by-side cards, one for each area:

Research & Publications	Teaching & Case Writing	Corporate Training & Consulting
Peer-reviewed research in marketing, investor behaviour, and consumer engagement.	Teaching cases published by Ivey Publishing and Emerald, used by faculty worldwide. Focus on sales, distribution, and marketing.	In-company programmes and consulting for organisations

Recent blog posts

Show 2–3 of the most recent blog posts. Each should show the title, date, a two-line excerpt, and a "Read More" link.

Brief bio

A short paragraph linking to the full About page. Suggested text: *"Sreeram has been in academia since 2009, holding positions at the Tata Institute of Social Sciences and NMIMS, Mumbai. Prior to academia, he spent 12 years in consumer banking with Standard Chartered Bank and ABN AMRO Bank. His work spans peer-reviewed research, teaching case writing, and corporate training in sales and marketing."*

Testimonials

A strip showing 2–3 quotes from my testimonials, with a link to the full Testimonials page.

Footer CTA

A simple "Let's Connect" section with my email link and icons for LinkedIn, Twitter/X.

4. Services Page

<This can be a standalone page or a section on the Home page — your call, depending on how it looks.>

I work with organisations and institutions across two broad areas — management education and corporate consulting. Whether you are looking for a faculty member who can step into the classroom, a consultant to help audit or develop your curriculum, a trainer to upskill your sales and marketing teams, or a case writer to build bespoke learning material around your organisation's own context, I bring both research depth, extensive industry grounding and case writing experience to each engagement.

Management Education

I am available for visiting, modular, and executive teaching assignments at business schools and management institutions. With over 17 years of MBA-level teaching experience at TISS and NMIMS, I am comfortable stepping in for a single session, a full module, or an extended visiting role.

My teaching covers the following areas:

- Marketing Management
- Sales Management and Personal Selling
- B2B Marketing
- Distribution and Channel Management
- Sales Promotion
- Marketing of Financial Services
- Capstone Business Simulation

In the classroom, my approach is case-based and discussion-led — moving inductively from real business situations to conceptual insight, with emphasis on structured problem-solving and managerial judgement.

I also work with institutions on curriculum development and audit — reviewing existing programme structures, mapping course content to learning outcomes, and identifying gaps or areas for strengthening.

Corporate Training

I design and deliver in-company training programmes for corporate clients. Topics I cover:

- Sales Management and Sales Strategy

- Marketing Management
- Distribution and Channel Management
- B2B / Industrial Marketing

Past clients include House of Abhinandan Lodha, USV Limited, Ambuja Cement, Mercedes-Benz India, Novartis India, Lupin Laboratories, and Dr. Reddy's Laboratories.

Corporate Case Writing

I write teaching cases built around an organisation's own business context, for use in internal training programmes, leadership development initiatives, or executive education. This is distinct from academic case publishing — the cases are bespoke, owned by the organisation, and designed around the specific decisions, markets, and challenges that matter to them.

I have authored seven published teaching cases (six with Ivey Publishing, one with Emerald) and have written cases for organisational clients for internal use.

Academic Consulting

- **PhD Guidance** — Three doctoral students have completed under my guidance (2020, 2023, 2026). Areas covered: consumer engagement, online product reviews, and native advertising.
- **Case Writing** — I have six cases published by Ivey Publishing and one by Emerald. I am open to collaborative case writing projects.
- **Guest Lectures** — Available for guest sessions at business schools.
- **Journal Reviewing** — I serve as an ad-hoc reviewer for journals including the *International Journal of Bank Marketing* and *Marketing Intelligence and Planning*.

5. About Page

Heading: Sreeram Sivaramakrishnan

Management Educator | Research-Informed | Case Writer

Background

I have been in academia since 2009 and have held faculty positions at leading Indian institutions, including serving as Professor at the Tata Institute of Social Sciences and, earlier, as Associate Professor at NMIMS, Mumbai.

Before moving into academia, I spent 12 years in industry in sales and marketing roles with multinational banks, including ABN AMRO Bank and Standard Chartered Bank. That experience continues to inform my teaching, particularly in areas that require applied judgement and real-world decision-making.

In the Classroom

My focus is on structured thinking, practical application, and helping students develop clarity of reasoning rather than rote recall of concepts.

Research & Case Writing

My research has been published in peer-reviewed international journals. I have also authored teaching cases published by Ivey Publishing and in the Emerald Emerging Markets Case Collection.

Qualifications

- PhD (Management Studies) — NMIMS Mumbai, 2016
- PGDBM (Marketing & Finance) — XLRI Jamshedpur, 1998
- B.Tech (Civil Engineering) — IIT Bombay, 1995

Awards & Recognition

- Best Faculty — Overall, NMIMS School of Business Management, 2018
- Best Faculty for Teaching Excellence, NMIMS, 2016
- Best PhD Thesis Award, Prestige International Conference, 2017
- Member, Editorial Advisory Board, Emerald Emerging Markets Case Collection

Social media icons: LinkedIn, Twitter/X.

6. Publications Page

Four sections, each ordered newest first. Entries marked **[NEW]** need to be added; all others should be migrated from the current site.

Research Publications

[NEW] Kumar, S., Srivastava, M., & Sivaramakrishnan, S. (2025). Getting the scoop on native advertising — A bibliometric and TCCM-based review. *Marketing Intelligence and Planning*.

This study presents a comprehensive bibliometric review of native advertising research, mapping the intellectual structure and thematic evolution of the field. Using the TCCM (Theory, Context, Characteristics, Methodology) framework, it synthesises findings from the growing body of literature on native advertising and identifies key research gaps for future investigation. The paper is classified under the ABDC "A" category.

Read More: <https://doi.org/10.1108/MIP-02-2024-0081>

[NEW] Srivastava, M., Sivaramakrishnan, S., & Pandey, N. (2024). Demystifying customer engagement in B2B markets. *Journal of Business & Industrial Marketing*, 39(11), 2364–2385.

This research explores the construct of customer engagement in business-to-business (B2B) contexts, an area that has received relatively less scholarly attention compared to B2C settings. The paper develops a conceptual framework for understanding the drivers, dimensions, and outcomes of customer engagement in B2B markets, drawing on both theoretical foundations and managerial perspectives. The paper is classified under the ABDC "A" category.

Read More: <https://doi.org/10.1108/JBIM-02-2023-0113>

[NEW] Gupta, D. & Sivaramakrishnan, S. (2022). Impact of credibility of online product reviews on the purchase decision of unbranded products in e-commerce. *Empirical Economics Letters*, 21(3).

This study examines how the perceived credibility of online product reviews influences consumer purchase decisions, with a specific focus on unbranded products in the Indian e-commerce context. The research investigates the factors that contribute to review credibility and their differential impact when brand cues are absent, offering insights for both sellers and platform designers.

Read More: <http://www.eel.my100megs.com/volume-21-number-3.htm>

Srivastava, M. & Sivaramakrishnan, S. (2022). A bibliometric analysis of the structure and trends of customer engagement in the context of international marketing. *International Marketing Review*, 39(4), 836–851.

This study uses bibliometric analysis to map the intellectual structure and evolution of customer engagement research within international marketing. The paper identifies key themes, influential works, and emerging trends, providing a comprehensive overview of

how customer engagement has been studied across different international contexts. The paper is classified under the ABDC "A" category.

Read More: <https://doi.org/10.1108/IMR-07-2021-0230>

Srivastava, M. & Sivaramakrishnan, S. (2021). Mapping the themes and intellectual structure of customer engagement: a bibliometric analysis. *Marketing Intelligence and Planning*, 39(5), 702–727.

This paper presents a bibliometric analysis of the customer engagement literature, identifying the key themes, authors, and journals that have shaped the field. Using techniques such as co-citation analysis and keyword co-occurrence, the study maps the intellectual structure of customer engagement research and highlights areas for future investigation. The paper is classified under the ABDC "A" category.

Read More: <https://doi.org/10.1108/MIP-11-2020-0483>

Srivastava, M. & Sivaramakrishnan, S. (2020). The impact of eWOM on Consumer Brand Engagement. *Marketing Intelligence and Planning*, 39(3), 469–484.

This research investigates the relationship between electronic word-of-mouth (eWOM) and consumer brand engagement. The study examines how different forms of online consumer communication influence the level and nature of engagement that consumers develop with brands, contributing to the growing literature on digital marketing and brand management. The paper is classified under the ABDC "A" category.

Read More: <https://doi.org/10.1108/MIP-06-2020-0263>

Srivastava, M., Sivaramakrishnan, S., & Saini, G. (2020). The relationship between Electronic Word-of-mouth and Consumer Engagement: An exploratory study. *IIM Kozhikode Society and Management Review*, 10(1), 66–81.

This exploratory study examines the connection between electronic word-of-mouth (eWOM) and consumer engagement. Using qualitative research methods, the paper investigates how consumers' online conversations and reviews contribute to deeper forms of engagement with brands and products.

Read More: <https://doi.org/10.1177/2277975220935250>

Sivaramakrishnan, S., Srivastava, M., & Rastogi, A. (2017). Attitudinal factors, financial literacy, and stock market participation. *International Journal of Bank Marketing*, 35(5), 818–841.

This study examines the role of attitudinal factors and financial literacy in determining stock market participation among individual investors. The research finds that attitudes towards risk, return expectations, and financial knowledge significantly influence investment decisions, with implications for financial services providers and policy-makers. The paper is classified under the ABDC "A" category.

Read More: <https://doi.org/10.1108/IJBM-01-2016-0012>

Teaching Cases

[NEW] Sivaramakrishnan, S. & Saini, G. K. (2025). Canfem: Online Channel Selection. London, Ontario: Ivey Publishing, Western University.

This teaching case examines the channel selection challenges faced by Canfem, a company navigating the complexities of choosing the right online distribution channels for its products. The case presents students with a decision-making scenario involving the evaluation of multiple e-commerce platforms and direct-to-consumer options, requiring analysis of channel economics, brand positioning, and strategic fit. Designed for use in courses on marketing management, distribution strategy, and digital marketing.

Read More: <https://www.iveypublishing.ca/s/product/canfem-online-channel-selection/01t8c00000Lj3KLAZ>

Sivaramakrishnan, S. & Krishna, A. (2022). QualityKiosk: Sales Force Design for Anabot. London, Ontario: Ivey Publishing, Western University.

This case explores the sales force design challenges faced by QualityKiosk Technologies as it launches Anabot, a new analytics product. Students must evaluate different sales force structures, compensation models, and go-to-market strategies for a technology product in the B2B space.

Read More: <https://www.iveypublishing.ca/s/product/qualitykiosk-sales-force-design-for-anabot/01t5c00000DDiKTAA1>

Sivaramakrishnan, S., Ray, S. & Goswami, P. (2020). EcoFemme Cloth Pads: Reaching Rural Women. London, Ontario: Ivey Publishing, Western University.

This case examines EcoFemme's challenge of distributing reusable cloth menstrual pads to rural women in India. It explores distribution strategy, social enterprise marketing, and the complexities of reaching underserved populations with a product that carries significant social and cultural dimensions.

Read More: <https://www.iveypublishing.ca/s/product/ecofemme-cloth-pads-reaching-rural-women/01t5c00000CDaLfAAL>

Sivaramakrishnan, S. & Krishna, A. (2017). QualityKiosk: Drawing up a sales strategy. London, Ontario: Ivey Publishing, Western University.

This case focuses on QualityKiosk Technologies' need to develop a comprehensive sales strategy for its digital quality assurance services. Students analyse the company's market position, customer segments, and competitive landscape to formulate a sales approach suited to a technology services firm.

Read More: <https://www.iveypublishing.ca/s/product/qualitykiosk-drawing-up-a-sales-strategy/01t5c00000BKWh9AAH>

Sivaramakrishnan, S. & Bhide, M. (2017). Aileron Lighting – The Sales Promotion Question. Emerald Emerging Markets Case Studies Collection, Emerald Publications.

This case presents a sales promotion decision faced by Aileron Lighting in the Indian market. Students evaluate the effectiveness of various promotional tools and must decide on the optimal promotional mix given budget constraints and competitive dynamics.

Read More: <https://doi.org/10.1108/EEMCS-06-2016-0136>

Sivaramakrishnan, S., Thapar, G., Gattani, V. & Chatterjee, A. (2014). Wipro Consumer Care: Merchandising for Success. London, Ontario: Ivey Publishing, Western University.

This case examines the merchandising strategy of Wipro Consumer Care for its personal care products in the Indian retail environment. Students explore retail execution, in-store visibility, and the role of merchandising in driving sales for FMCG products.

Read More: <https://www.iveypublishing.ca/s/product/wipro-consumer-care-merchandising-for-success/01t5c00000984u8AAA>

Sivaramakrishnan, S. (2014). Asclepius Consulting: The Sales Force Dilemma. London, Ontario: Ivey Publishing, Western University.

This case presents a consulting firm's dilemma in designing its sales force structure. Students must weigh the trade-offs between different organisational models for the sales function, considering factors such as specialisation, territory design, and cost efficiency.

Read More: <https://www.iveypublishing.ca/s/product/asclepius-consulting-the-sales-force-dilemma/01t5c00000984TVAAAY>

Case Analyses

[NEW] Sivaramakrishnan, S. (2022). Multi-channel retailing: Srikrishna Motors makes the transition. *Vision: The Journal of Business Perspective*.

This case analysis examines the transition of Srikrishna Motors, a traditional automobile dealership, into multi-channel retailing. The analysis explores the strategic considerations, operational challenges, and customer experience implications of integrating online and offline channels in the Indian automotive retail context. Published in *Vision*, the journal of MDI Gurgaon.

Read More: <https://journals.sagepub.com/doi/full/10.1177/09722629221074138>

Migrate all other existing case analysis entries from the current site and place this new entry at the top.

Media Publications

No new entries. Migrate all existing entries from the current site.

Known entries:

- Sivaramakrishnan, S. (2021). Financial Planning for the new normal. *Financial Express*.
- Sivaramakrishnan, S. (2017). More and more disclosures may not benefit the investors. *Mint, Hindustan Times*.
- Sivaramakrishnan, S. (2015). After Net neutrality, now, how about bank neutrality? *Mint, Hindustan Times*.

7. Design

The overall look should be professional and academic but approachable — not corporate or stiff. The existing site's colour palette (dark sections, purple/blue accents, book-themed elements) can be retained or refined. I am open to suggestions, but would prefer evolution rather than a radical departure. Clean typography and good readability are important. Please avoid generic stock photography — use personal, relevant images only.

The site must work well on desktop, tablet, and mobile.

8. Blog

I want to be able to add and update blog posts myself, without needing to go back to the developer each time. Please set up whatever is needed to make that possible — a simple admin panel or editor is fine; I do not need anything complex. All existing posts from the current Wix site need to be migrated across.

9. Contact Page

My contact details: sreeram.sivaramakrishnan@gmail.com

Social links: LinkedIn, Twitter/X.

A simple contact form would be preferable to a plain email link, but I am open to your recommendation on what works best with the setup you choose.