

## SRINIVASAN R

**Education:** B.Tech in Electronics from I.I.T.Bombay-1973.  
P.G.D.M. with Marketing & Operations Management from I.I.M. Bangalore-1976.

**Experience:**  
More than 13 years work experience

1986 onwards Srinivasan was into Operating as a consultant in management under the name of Shika Management Services. He specializes in problem solving for small and growing companies. Wide experience in handling various types of management problems in the client organisation. Also independently organized Market surveys, Preparation of project reports, diagnostic studies etc. Has been actively involved in organizing specialized marketing services to promote the products and services of client organisation. The main focus of consultancy is management of Growth and Change. In this context has used and implemented Business Process Reengineering, Lean Management and Theory Of Constraints concepts in client organizations.

**Publications:** Has published articles in professional magazines and Journals on subjects relating to Management and Marketing. Had contributed a regular column on "Marketing & Management" in Business Chronicle, Hyderabad and "Management of Change" in The Hindu BUSINESS LINE.

**Academic:** Guest Faculty at Administrative Staff College of India-Hyderabad, JNID-Hyderabad, MANAGE-Hyderabad and IIM - Bangalore, IPE, Hyderabad.