

Prof.K.Ravichandran,
Professor and Head,
Department of Entrepreneurship Studies
Mobile : +91 93605 05443
E - Mail id :ravichandran.entreneurship@mkuniversity.org ;
ravimba.mku@gmail.com



Areas of Potential for Consultancy to Industry

I have more than 30 years of Academic and Industry Experience in the broad area of Marketing of Services and Entrepreneurship and Management of Small Business. I have been involved in Teaching, Training, Research, Consultancy and Extension. I have worked on Projects in Commercial Banking, Courier, Retail, Health Care., Cinema, TV Game Shows and the like.

Areas of Expertise

Marketing of Services with reference to Banking, E-Business, Cinema, Television Game Shows, Retail, Courier and Hospitals. In all the sectors, I have worked on Customer Experience Management largely.

Contribution in Product/Process Development and Technology Management Development

- ❖ Have developed Placement oriented Skill Development Programmes on various IT Skill Sets , trained about 350 people and supported them in Launching their micro business/Employment with service providers.
- ❖ Have facilitated commercial Banks in developing a comprehensive Process for Customer Relationship Management and Customer Experience Management
- ❖ Have developed a unique Service Product for courier companies
- ❖ Have develop the Process for Patient Experience Management

What I can offer to the Industry as Consultancy

- ❖ Developing unique Process of Customer Experience Management for Service Sector
- ❖ Developing a Unique Process of Patient Experience Management for Hospitals
- ❖ Developing Front office Management System in Hospitals
- ❖ Developing the E-Commerce process for Small Business