Sundaresan Ram, Ph.D.

Associate Professor of Global Marketing

About Thunderbird:

Thunderbird is the world's No. 1-ranked school of international business with more than 65 years of experience in developing leaders with the global mindset, business skills and social responsibility necessary to create real, sustainable value for their organizations, communities and the world. Dedicated to preparing students to be global leaders and committed global citizens, Thunderbird was the first graduate business school to adopt an official Professional Oath of Honor. Thunderbird's global network of alumni numbers 40,000 graduates in 147 nations worldwide. The school is sought out by graduate students, working professionals and companies seeking to gain the skills necessary for success in today's global economy.

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Sundaresan Ram, Ph.D., is an associate professor of global marketing at Thunderbird School of Global Management and world-renowned international marketing strategist.

A native of Chennai, India, who speaks English, Tamil and Hindi, Dr. Ram is recognized for his international expertise in the areas of services marketing, innovation management, global branding and telecommunications marketing strategy.

Dr. Ram is a well-published author of technical reports and book chapters, and his research has appeared in top academic and professional journals in the field. He won the 1985 Marketing Science Institute's Outstanding Dissertation Proposal Award, and since that time, his work has been published extensively in the areas of new-product screening, technophobia as it relates to the usage or non-usage of high-tech products, corporate and customer barriers to new-product development, and expert-systems design and validation.

Included among his list of contributions are leading journals such as Journal of Global Marketing, Journal of Product Innovation Management, Product and Process Innovation, R & D Strategist, Psychology and Marketing, Marketing Letters, New review of Applied Expert Systems, IEEE Expert (the official publication of the

world's top association for the advancement of technology), Journal of Academy of Marketing Science, Journal of Consumer Marketing, and Applied Artificial Intelligence: An International Journal.

A winner of multiple Thunderbird teacher excellence awards, Dr. Ram has also submitted scholarly and research papers at a variety of national and international conferences and is a frequent presenter at annual meetings for such organizations as the Institute for Operations Research and the Management Sciences (INFORMS), World Business Congress, Global Business and technology Association, Global Business Development Institute, and Globalization, the International Firm and Emerging Economies.

Prior to joining the Thunderbird faculty, Dr. Ram established an enviable reputation for success in industrial marketing and consumer marketing, consulting some of the world's top companies. Included on his r?sum? of clients from such countries as Australia, New Zealand, Singapore, Dubai, China, India, Malaysia, Hong Kong, the Middle East and Canada are T-Mobile, DHL, Procter & Gamble, Black & Decker and FedEx.

He has taught at the University of California at Irvine, UCLA, University of Arizona, and the University of Illinois. In addition to his awards at Thunderbird, he has also been recognized by the school as a Most Valuable Professor and Outstanding Professor for his work in the executive MBA programs.

Dr. Ram earned his Ph.D. in business administration, with a concentration in marketing and strategic management, at the University of Illinois at Champaign-Urbana in 1982. He received his PGDM from the Indian Institute of Management Calcutta, and was awarded a Bachelor's of Technology from the Indian Institute of Technology, Madras, in 1978.