



Dr. J. CLEMENT SUDHAHAR

Professor & Head

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Academic Background

Degree	University	Year
Ph. D	Bharathidasan	2008
MBA	Bharathiar	1992

Courses Taught

- Marketing For Business
- Business Research Methods
- Product and Brand Strategies
- Sales and Channel Management

Research Interest

- Services Branding
- Managing through Consumer Insights

Memberships in Professional Bodies

- Institute of Directors
- AMA

Most Recent Publication

- J.Clement Sudhahar and Sharon Sophia (2019), Customer perceptions on technological service effectiveness of online clothing websites, International Journal of Emerging technologies and Innovative Research, Vol-2,19, pp.67-72.
- J.Clement Sudhahar and Joseph Varghese (2019), Antecedents of E trust in Cab services marketing, International Journal of Recent Technology and Engineering, 7(6), pp.861-866.

- J.Clement Sudhahar and Amlin David (2019), An Empirical investigation on digital strategies adopted by homestay's in Ernakulam district, Kerala, International Journal of Mechanical engineering and Technology, 10(2), pp.892-898.
- J.Clement Sudhahar and Mona Sahu,(2020), Ergonomics Management for Ensuring IT Professionals Safety, IOP Press, 6 (2), pp.1014-1