

ABOUT SCHOOL OF BUSINESS

700 plus students, 100+ Scopus publications,
80+ patents published and 10 patents granted.

The School of Business at SR University was established in 2006, starting with the Master's in Business Administration program. Over the past 15 years, the school has added several more programs, including Bachelor's in Business Administration, Integrated Master of Business Administration, and Ph.D. programs. Currently, the School has over 700+ students on campus. The School of Business at SR University is dedicated to research that strives to solve societal problems in and around the region. The school has a team of more than 80 Ph.D. scholars working on research in General Management, Marketing, Finance, Economics, Logistics, Human Resources, Entrepreneurship, and other areas. The School of Business at SR University has over 20 distinguished in-house faculty and adjunct faculty from industry and international academia. The school has established academic relationships with many institutions across the globe for student exchange programs, including Masters, Bachelors, and Ph.D. programs. Over the years, the school has published more than 500 research articles, 80+ patents Published, 10 of which have been granted, received 4 research grants from premier Government agencies, 100+ Scopus Publications and conducted 9 international seminars, workshops, and training programs.

The School of Business at SR University is also known for its annual programs, such as Make n Market, Idea Premiere League, and Vyuha, as well as its SR Innovation Exchange incubator, one of the largest on an academic campus. The thought leaders of the school also regularly engage in consulting and start-up mentoring.

RESOURCE PERSONS



Dr N Suman Kumar
Dean & Professor
School of Business. SR University



Dr Gurunadham Goli
Associate Professor & Assistant Dean Research
School of Business. SR University



Mr Ashwani Chaturvedi
CEO and founder of
Brahmasys Technology Solutions Pvt. Ltd



Dr Ramesh R
Assistant Professor & Assistanty Dean P.G.
School of Business. SR University



Dr G Rajan
Assistant Professor
School of Business. SR University



ADVANCE RESEARCH ON CUSTOMER EXPERIENCE DESIGN: PERSONALIZATION, IMMERSION, AND DIGITAL TOUCHPOINTS

5-day Faculty Development Programme (FDP)

7th-11th July 2025

About SRU :

Sri Rajeshwara Educational Society, the parent body of SR University is a 50-year-old conglomerate of educational institutions with more than 90,000 students and 17,000 teaching and non-teaching staff members. SR Educational Academy governs 95 Educational Institutions across Telangana and Andhra Pradesh. For more information visit <https://sru.edu.in/>

ABOUT THE FDP

This 5-day FDP offers cutting-edge insights into customer experience (CX) design in a digital-first world. With a focus on personalization, immersive engagement, and modern CX tools, the program features expert-led sessions that foster hands-on learning, research alignment, and interdisciplinary collaboration.

OBJECTIVES OF THE FDP

With customer expectations evolving rapidly in the digital era, designing meaningful, personalized, and immersive experiences has become essential. This FDP aims to deepen participants' understanding of customer experience (CX) research and its practical applications in academia and industry.

1. To explore the foundations and emerging trends in customer experience design with a focus on personalization, immersion, and digital engagement.
2. To understand the integration of digital technologies such as AI, AR/VR, and analytics in enhancing user journeys and touchpoints.
3. To equip faculty and researchers with impactful CX research and developing experiential learning modules.
4. To foster interdisciplinary collaboration and innovation for advancing the scholarship and pedagogy of customer experience in business and design education.

PARTICIPANTS

Faculty Members, Research Scholars, Doctoral Students, and Industry Professionals from Management, Marketing, IT, and Design Domains.

PROGRAMME CONTENT

- **Day 1: Foundations of CX Design**
Inaugural session with keynote on CX evolution, followed by sessions on CX principles, metrics, and customer journey mapping.
- **Day 2: Personalization in the Digital Age**
Explore AI-driven personalization, behavioral segmentation, and ethical aspects like privacy and bias.
- **Day 3: Immersive Tech & Engagement**
Learn about AR/VR, the metaverse, gamification, and conversational UX using voice and chatbots.
- **Day 4: Omni-Channel & Digital Touchpoints**
Design seamless omni-channel experiences, discover UI trends, and methods to optimize digital touchpoints.
- **Day 5: CX Research & Innovation**
Understand research methods, publishing opportunities, and conclude with the valedictory and certificate distribution.

REGISTRATION DETAILS

Registration Fee :
2000/-

How to apply :

If you have interest to join this faculty development program, please complete the registration by filling and submitting the online Google form shown below or by scanning QR Code

Note : All participants will get no-cost accommodation and food at the university halls of residence. Participants traveling great distances would be eligible for two-way transportation costs up to Rs. 2000 after providing proper documentation. This will only apply to transportation by bus, train or flight from current working location.

ACCOUNT DETAILS FOR REGISTRATION :

Account Name : **SR UNIVERSITY**

Account Number : **120001993795**

IFSC Code : **CNRB0002450**

MICR Code : **506015003**

Foreign Exchange/SWIFT Code : **CNRBINBBBFD**

Address : Balasamudram Branch, Hanumakonda, Warangal, Telangana, INDIA - 506001

SCAN TO REGISTER :



SCAN TO PAY :



Program Coordinators :

Dr. Gurunadham Goli

Associate Professor &
Assistant Dean Research
School of Business

Mobile : 9666804272

Email : gurunadhan.g@sru.edu.in

Dr. Ramesh R

Assistant Professor &
Assistant Dean P.G.
School of Business

Mobile : 9949272123

Email : rameshmba7@sru.edu.in