

## Brief Profile for Website



### **Sidhartha Harichandan**

**Designation:** Assistant Professor

**Qualification:** MBA, PhD

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### **Areas of Interest:**

Green Marketing, Consumer Behaviour, Public Policy, Sustainability, Energy Management

Dr. Sidhartha Harichandan is an Assistant Professor in the Department of Business Administration at NIT Kurukshetra. He holds a Ph.D. in Strategic Management and Marketing from the Rajiv Gandhi Institute of Petroleum Technology ( An Institute of National Importance, Govt. of India), Amethi, and an MBA in Human Resources from NIT Tiruchirappalli. With prior academic experience at IMT Nagpur, Dr. Harichandan brings a rich blend of research, teaching, and institutional leadership.

His research focuses on sustainability strategy, green hydrogen policy, electric vehicle adoption, and innovation in energy transitions. He has published extensively in high-impact journals such as *Journal of Cleaner Production*, *Energy Policy*, *Journal of Advanced Transportation*, *Sustainable Development (Wiley)* and *Environmental Science and Pollution Research*, and currently serves on the editorial board of *Scientific Reports (Springer Nature )* and *Discover Global Society (Springer)*. He has also provided research-based consultancy and strategic insights to organizations such as the *Institut Français des Relations Internationales (IFRI)*, *Oil and Gas Journal* and *PSU Watch*.

At NIT Kurukshetra, Dr. Harichandan teaches courses in Sales and Distribution Management, Integrated Marketing Communications, Business Environment and Managerial Economics. His pedagogy emphasizes experiential learning, gamified classrooms, and case-based teaching to equip students with critical thinking and industry readiness.

Google Scholar Profile link-

<https://scholar.google.com/citations?user=d7NqSmoAAAAJ&hl=en&oi=ao>

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