



# ALFA

A.C TECH LEATHER AND FOOTWEAR ALUMNI ASSOCIATION



**ALFA Seminar@IILF  
Chennai**

**MONDAY**

**1 Feb, 2 PM,  
Seminar Hall A**

## **CUSTOMER PARADOXES**

V HARIHARA SUBRAMANIAN

B.Tech (Chem.Engg.) from AC Tech, MBA from IIM Ahmedabad

Worked with organizations such as Advani-Oerlikon Group, Comcraft Services Group, Shriram Group etc. Recently served as Dean Asian School of Business, Thiruvananthapuram. Currently involved in consultancy, teaching and corporate training

*Would speak on*

**“Seemingly irrational behavior of some customers and what lessons business can draw from this”**