



Dr. Daniel Pilli
Assistant Professor, Department of MBA
KL University, Vijayawada, India

danielpilli@kluniversity.in

Dr. Daniel Pilli is an accomplished academic and a dedicated educator serving as an Assistant Professor in the Department of MBA at KL University, Vijayawada. With a strong foundation in Marketing, he is committed to delivering high-quality education and fostering a deep understanding of contemporary marketing practices among his students.

He holds a Ph.D. in Marketing, with a focus on consumer behaviour, digital marketing strategies, and brand management. His academic journey has been complemented by extensive research and industry experience, which allows him to bring a practical perspective to the classroom. He is well-versed in both traditional marketing techniques and the latest trends in the ever-evolving digital marketing landscape.

As a passionate educator, he believes in a hands-on, interactive approach to teaching. He integrates real-world case studies, market analysis, and the latest technological tools into his courses, ensuring that students not only understand theoretical concepts but are also prepared to apply them in the dynamic global marketplace. His teaching philosophy emphasizes critical thinking, problem-solving, and the development of leadership skills.

In addition to his teaching responsibilities, he is an active researcher in the fields of marketing strategy, consumer behaviour, and marketing analytics. He has published several papers in national and international journals, contributing valuable insights to the academic community. His research interests also extend to the impact of digital platforms on consumer decision-making and the role of social media in brand promotion. He published more than 35 papers in different journals indexed in Scopus, WOS, UGC Care, and other reputed national and international journals.

He is an advocate for continuous learning and professional development. He actively participates in seminars, workshops, and conferences to stay updated with the latest industry trends and academic developments. His engagement with the broader academic and business communities enriches his teaching and research endeavours.

At the outset, he plays a pivotal role in shaping the next generation of marketing professionals, instilling in them a strong foundation in marketing principles, critical thinking skills, and a deep understanding of the global business environment.