

Stanford

Sridhar Narayanan

Professor of Marketing at the Graduate School of Business

Bio

ACADEMIC APPOINTMENTS

- Professor, Marketing

Teaching

COURSES

2024-25

- Bayesian Inference: Methods and Applications: MKTG 646 (Aut)
- Digital Marketing: ALP 304 (Aut)
- Go To Market: MKTG 325 (Spr)

2023-24

- Bayesian Inference: Methods and Applications: MKTG 646 (Aut)
- Digital Business Transformation: ALP 304 (Aut)
- Go To Market: MKTG 325 (Spr)

2022-23

- Bayesian Inference: Methods and Applications: MKTG 646 (Aut)

2021-22

- Crossing the Chasm: ALP 304 (Spr)
- Marketing Management, Accelerated: MKTG 243 (Win)

STANFORD ADVISEES

Doctoral Dissertation Reader (AC)

Surya Ierokomos

Doctoral (Program)

Tony Kukavica, Ella Mao