

The University of Michigan Regents Communication Request for Action

Subject: Report of Faculty Death

Action Requested: Adoption of Memorial Statement

The Regents of the University of Michigan acknowledge with profound sadness the death of **Srinivasaraghavan Sriram, Ph.D.**, associate dean for graduate programs, Dwight F. Benton Professor of Marketing, and professor of marketing in the Stephen M. Ross School of Business on August 12, 2026.

Professor Sriram earned his Bachelor of Technology degree in 1995 from the Indian Institute of Technology, Madras, India, and his Ph.D. in management (marketing) in 2004 from Purdue University. He joined the Ross School of Business in 2008 as an assistant professor of marketing. He was promoted to associate professor with tenure in 2015, and to professor in 2020. He was appointed the Dwight F. Benton Professor of Marketing in 2023.

Professor Sriram was an accomplished scholar whose research spanned brand and product portfolio management, monetizing content, healthcare policy, and digital markets. His work appeared in leading marketing and management journals. He served as an associate editor for the *Journal of Marketing Research* and the *Journal of Marketing*. In addition, he received multiple teaching honors, including the Neary Teaching Award for excellence in the Online MBA Program, and was a devoted and caring advisor to many successful doctoral students.

Professor Sriram was deeply committed to the broader mission of the Ross School of Business. He provided leadership as the associate dean for part-time MBA programs from 2021 to 2023 and as the associate dean for graduate programs from 2023 until his death. Colleagues remember his thoughtful listening, analytical rigor, warmth, and ready willingness to help.

Requested by:



Jon Kinsey

Vice President and Secretary of the University

September 2026