

## ICRERA 2025

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**Paper ID** : 481

**Paper Title** : Dynamic Pricing and Demand Response Mechanisms for Economic Grid Operation

### **Bio :**

Dr. Syed Mohammad Ghouse, Professor at the School of Management, CMR University, Bangalore, brings a multidisciplinary perspective to the evolving challenges of energy markets and sustainability. With a strong foundation in management sciences and a research portfolio that spans human resource development, strategic marketing, and organizational behavior, Dr. Ghouse's work increasingly intersects with the dynamics of energy policy, market design, and resilience planning.

In the paper "Dynamic Pricing and Demand Response Mechanisms for Economic Grid Operation", Dr. Ghouse contributes a management-centric perspective to the optimization of energy systems. His expertise in consumer behavior and strategic pricing informs the development of responsive market models that align grid operations with economic efficiency and sustainability goals.