Faculty Profile

Name: K. S. Venu Gopal Rao
Designation: Professor
Teaching Areas: Marketing Management
                Sales & Distribution Management
                Strategic Marketing Management
Research Interests: Sales Promotions
                     Consumer Behavior
                     Product Bundling
Education: Ph.D., Kakatiya University, Warangal, 2008
           MBA, Osmania University, Hyderabad, 1993
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Professional Experience (24 Years)
1. Since 2008: IFHE, IBS Hyderabad
2. 2002 - 2008: Dhruva College of Management, Hyderabad
4. 1993-1999 : Mirc Electronics Limited (Onida) Area Sales Manager

Research/Selected Publications