

Faculty Profile

Name: **Prakash Chandra Karalapudi**

Designation: Assistant Professor

Teaching Areas: Marketing Management

Research Interests: Consumer Buyer Behavior

Brand Management

Retailing and Competitive Advantage

Education: Ph.D., Osmania University, Hyderabad, 2011

MBA, University of Oklahoma, Norman, Oklahoma, 1984

PGDBM, Madras University, 1982



Professional Experience (28 Years)

1. Since 2001: IFHE, IBS Hyderabad
2. 1991-1997: Grandy's Inc., Tulsa, USA
3. 1985-1990: Syarb Inc., Tulsa, USA