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
- M.A. Osmania University, Hyderabad, 1991

Professional Experience (24 Years)
1. Since 2008: IBS Hyderabad
2. 2002 - 2008: Dhruva College of Management, Hyderabad
3. 2000 - 2008: Tata Infotech Limited, Andhra Pradesh

Research/Selected Publications