

## 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

1. Abhigyan Sarkar, Juhi Gahlot Sarkar, Venu Gopal Rao, (2016) "How to develop emotional attachment amongst patients towards hospitals? A qualitative investigation in the context of emerging Indian market", Journal of Asia Business Studies, Vol. 10 Issue: 3, pp.213-229 (Scopus)
2. Ghosh, Tathagatha, Venu Gopal Rao, Consumer Confusion in Mobile App Buying – the moderating role of Need for Cognition, International Journal of E Business Research, Vol 10, Issue 4, December 2014, pp 52-70 (ABDC -C)
3. Sarkar, Abhigyan., Rao, Venu Gopal., Radhakrishna, G "Brand Love and Jealousy – Strategic Routes to Persuasion," Marketing Review, (14:3) Autumn 2014, pp 265 – 278 (ABDC – C)
4. Rao, Venu Gopal., "Compulsive Buying Tendencies in Normal Consumers," Vilakshan, XIMB Journal of Management, (10:1), March 2013, pp 1-19.
5. Gopal, VV and Rao, Venu Gopal., "A Study of Grocery Shopping Behavior in India," Far East Journal of Marketing & Management" (2:3), Dec 2012, pp 13-33.