

Faculty Profile

Name: **Dr. Purna Prabhakar Nandamuri**
Designation: Associate Professor
Teaching Areas: Business Strategy
Business Ethics & Corporate Governance
Research Interests: Marketing, Brand Management and
Entrepreneurship
Education: Ph.D., Acharya Nagarjuna University, Guntur, 2010
MBA, Andhra University, Visakhapatnam, 2001
MSc. (Psychology). University Of Madras, Chennai, 2003
MA (English), Andhra University, Vishakhapatnam, 1987



Professional Experience (30 Years)

1. Since 2012: IFHE, IBS Hyderabad
2. 2006 -2012: ITM Business School, Warangal, Telangana
3. 1985 - 2006: South Central Railway, India

Research / Selected Publications

1. Purna P Nandamuri (2016), "An analysis of family occupational background as a construct of entrepreneurial orientation among the youth," *Amity Journal of Entrepreneurship*, 1, 1, 32-48.
2. Purna P Nandamuri and Mukesh K Mishra (2016), "Indian E-Commerce Industry - The Growth Strategies, in *Corporate Business Strategies – The Present Scenario*," 1e, eds G.Vani, ISBN: 978-93-85640-88-9; 16-21, Archers & Elevators Publishing House, Bangalore.
3. Purna P Nandamuri, (2015), Successful entrepreneurs build up through family occupation - An investigation. *VIDUSHI*, Volume 6 & 7, Issue 1 & 2, pp.27-40.
4. Purna P Nandamuri (2015), "Dimensions of entrepreneurial orientation among Indian students," *CMR Journal of Management*, 1, 1, 9-16.
5. Purna P Nandamuri (2015), "Entrepreneurial management capabilities – The differential effect of role models," *Journal of Entrepreneurship and Management*, 4, 2, 22-29.