

Faculty Profile



Name : **Ravikanth Reddy Vadamala**

Designation : Assistant Professor

Teaching Areas : Marketing,
Business Strategy,
Healthcare,
Retail Management,

Research Interests : Marketing Communications, Retail Management,
Consumer Behaviour
Business Environment
Marketing strategy,
Health Care and Executive Education.

Education : Pursuing (Ph.D) from Sri Venkateswara University
Qualified NET and APSET in June 2012.
MBA from Sri Venkateswara University, Tirupati 1995-97.
B Com from Sri Venkateswara University Tirupati 1992-95.

Professional Experience : 18 years

1. Assistant Professor with IFHE IBS from 2014 onwards to present.
2. Faculty Member, Examinations ICFAI Group, June 2011 – 2014
3. Aliens Developers Pvt. Ltd., Assistant General Manager, December 2010 – June 2011
4. C & K Management, Manager E-Learning, Feb 2010 – November 2010
5. Reliance Life Insurance, Sr. Territory Manager, March 2008 – February 2009
6. ICICI Prudential Life Insurance, Manager Priority Clients, May 2006 – March 2008
7. Cipla Limited, Regional Business Manager, Jan 1998 – May 2006

Research / Selected Publications:

1. Developed Supplements for Pharmaceutical Regulation and Services Marketing
2. Developed text book on Marketing Management BBA.