

Faculty Profile

Name: **Dr. Muppala Ravindranath**

Designation: Assistant Professor

Teaching Areas: Business Strategy,
Marketing Management,
Management

Research Interests: Marketing related
Management

Education: LLB, Kakatiya University, 2010.
PhD, Kakatiya University, 2008
MPhil, Nagpur University, 1986
MCom, Nagpur University, 1980



Selected Publications:

1. Measurement of Pilgrims satisfaction, International Buddhist conference, Amaravathi.
2. Marketing of Coffee in Ethiopia
3. Promotion of Tourism in Republic of Maldives
4. Consumer behavior in buying of select FMCG
5. Push and Pull strategies in the marketing of select consumer durables