Faculty Profile



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Dr. C. B. Venkata Krishna Prasad is a Senior Assistant Professor at ICFAI Business School, ICFAI Foundation for Higher Education (Deemed-to-be-University under section 3 of UGC Act, 1956), Bangalore, with over two decades of experience in teaching, research, academic administration, and corporate training. He has held several key administrative positions, including Assistant Controller of Examinations, Head of Department, and Programme Convener, contributing significantly to academic governance and quality assurance initiatives. He has guided doctoral scholars and postgraduate students and has served as an external examiner and reviewer for reputed universities. His areas of interest include Marketing Management, Tourism, Consumer Behaviour, and Strategic Management, with numerous publications in national and international journals and active involvement in consultancy and faculty development programs.