

Faculty Profile

Name: **Ratnaja Gogula**
Designation: Professor
Teaching Areas: Marketing
Product Management
Research Interests: Social Entrepreneurship
Marketing
Education: Ph. D., Andhra University, 1991
MBA, Andhra University, 1985



Professional Experience (20 Years)

1. Since 2012: IFHE, IBS Hyderabad
2. 2011-2012: THRIVE Energy Technologies Pvt Ltd, Hyderabad, India
3. 2006-2011: Kenexa Technologies Pvt Ltd, Hyderabad, India
4. 2001-2005: Icfai Business School, Hyderabad, India
5. 1993-1996: Institute of Public Enterprise, Hyderabad, India

Research / Selected Publications

1. Gogula, R., & Nainwal, A., "Future Kids School," Ramachandran K. ed. Entrepreneurship Development, *Tata McGraw Hill Education*, 2008, pp 62-67.
2. Gogula, R., "Seeking Better Management of Health Care Facilities," *Yojana*, (39:6), 1995, pp 28-32.