

Faculty Profile

Name: **Amnaganti Srikant**
Designation: Associate Professor
Teaching Areas: Marketing Management
Sales & Distribution Management
Research Interests: Marketing strategies in emerging markets
Education: PGDM, Indian Institute of Management (IIM), Calcutta, 1990
B.Tech, Indian Institute of Technology (IIT), Madras, 1988



Professional Experience (22 Years)

1. Since 2002: IFHE, IBS Hyderabad
2. 1993-1995: E.I.D Parry (I) Ltd., India
3. 1991-1993: Tata Economic Consultancy Services, India

Research/Selected Publications

1. Srikant, A., "Cellular Mobile Industry in India: A Study," *The Icfai Journal of Services Marketing*, (4:1), 2006, pp 34-40.
2. Srikant, A., "Effective Promotional Strategies in Services Marketing: A Conceptual Study," *The Icfai Journal of Services Marketing*, (3:2), 2005, pp 21-32.
3. Srikant, A., "Marketing Strategies of Banks to Foster Financing of SMEs in India," *The Icfai Journal of Services Marketing*, (3:4), 2005, pp 36-41.
4. Srikant, A., "Retail Banking: Indian Scenario," *The Icfai Journal of Services Marketing*, (2: 4), 2004, pp 32-36.
5. Srikant, A., "Automatic Mesh Generation in 2-D and 3-D Objects," *Advances in Engineering Software*, (11: 1), 1989, pp 19-25.