

## Faculty Profile

Name: **K. S. Venu Gopal Rao**  
Designation: Associate Professor  
Teaching Areas: Marketing Management  
Sales & Distribution Management  
Strategic Marketing Management  
Research Interests: Sales Promotions  
Consumer Behavior  
Product Bundling  
Education: Ph.D., Kakatiya University, Warangal, 2008  
MBA, Osmania University, Hyderabad, 1993



### Professional Experience (21 Years)

1. Since 2008: IFHE, IBS Hyderabad
2. 2002 - 2008: Dhruva College of Management, Hyderabad
3. 1999-2001 : Tata Infotech Ltd (Andhra Pradesh)
4. 1993 - 1999: Mirc Electronics Ltd, (Onida) Andhra Pradesh

### Research/Selected Publications

1. Sarkar, Abhigyan., Rao, VG., Radhakrishna, G "Brand Love and Jealousy – Strategic Routes to Persuasion," *Marketing Review*, Forthcoming August 2014
2. Reddy, Rajshekar., Rao, VG, "Application of the Resource Based View: Case of an Indian Pharma Multinational," *IUP Journal of Business Strategy*, 11/1, March 2014
3. Rao, VG., "Compulsive Buying Tendencies in Normal Consumers," *Vilakshan, XIMB Journal of Management*, 10/1, March 2013, pp 1-19.
4. Gopal, VV and Rao, VG., "A Study of Grocery Shopping Behavior in India," *Far East Journal of Marketing & Management*" 2/3, Dec 2012
5. Bose, S., and Rao, VG., "Perceived Benefits of Customer Loyalty Programs: Validating the Scale in the Indian Context," *Management & Marketing*, (6), 2011, pp 543-560.