

## Faculty Profile

Name: **P.V. Murali Krishna**  
Designation: Associate Professor  
Teaching Areas: Business to Business Marketing  
International Marketing  
Product Management  
Strategic Marketing Management  
Research Interests: Consumer Behavior  
Sales and Distribution Management  
International Marketing  
Education: MBA, Karnataka University, 1984



### Professional Experience (28 Years)

1. Since 2005: IFHE, IBS Hyderabad
2. Served for more than 25 years in Industry across different organizations.

### Research / Selected Publications

1. Tumiki, VRJ., and Krishna, PVM., "Health Tourism in India: Issues, Challenges and Marketing Interventions," *International Journal of Management Prudence*, (2:2), 2010, pp 79-98.