

## Faculty Profile

Name: **Purna Prabhakar Nandamuri**  
Designation: Assistant Professor  
Teaching Areas: Marketing Management  
Business Strategy  
Research Interests: Marketing, Brand Management & Entrepreneurship  
Education: Ph.D., Acharya Nagarjuna University, Guntur, 2010  
MBA, Andhra University, Visakhapatnam, 2001  
MSc. (Psychology). University Of Madras, Chennai, 2003  
MA (English), Andhra University, Vishakhapatnam, 1987



### Professional Experience (30 Years)

1. Since 2012: IFHE, IBS Hyderabad
2. 2006 -2012: ITM Business School, India
3. 1985 - 2006: South Central Railway, India

### Research / Selected Publications

1. Nandamuri. PP., and Gowthami, C., "The Game of Acquiring and Losing Customers," *ELK Asia Pacific Journal of Marketing Research & Retail Management*, (3:2), 2012, pp 775-785.
2. Nandamuri, PP., and Rao, KV., "Determinants of Student Performance – A Headmaster's Perspective," *Pramanic*, (1:2), 2012, pp 127-138.
3. Nandamuri, PP., and Gowthami, C., "Sources of Academic Stress – A Study on Management Students," *Journal of Management and Science*, (1:2), 2011, pp 31- 42.
4. Nandamuri, PP., and Rao, KV., "Leadership and School Principals – A Study," *Asia Pacific Journal of Research in Business Management*, (2:12), 2011, pp 18-28.