

## Faculty Profile

Name: **Satya Prasad VK**  
Designation: Assistant Professor  
Teaching Areas: Marketing  
Strategy  
Research Interests: Marketing  
Business Environment  
Education: Ph.D., Osmania University, 2008



### Professional Experience (11 Years)

1. Since 2011: IFHE, IBS Hyderabad
2. 2008-2011: Dhruva College of Management, Hyderabad
3. 2008: Vishwavishwani Institute of Systems & Management, Hyderabad
4. 2001 – 2007: Dr.B.R.Ambedkar College, Hyderabad

### Research/Selected Publications

1. Prasad, VKS., "A Study on Indian Edible Oil Imports –Pre and Post WTO," *AIM Explore Journal*, (7:1), 2010, pp 20-27.
2. Prasad, VKS., "Imagining India – Ideas for New Century," *The Indian Journal of Management*, (2:2), 2009, pp 31-32.