

Faculty Profile

Name: **Abhilash Ponnam**
Designation: Assistant Professor
Teaching Areas: Product and Brand Management
Marketing Research
Marketing Management
Research Interests: Marketing Segmentation
Product Development
Brand Equity Measurement
Education: Ph.D., Icfai University Dehradun, 2012
PGDBM, Institute for Technology and Management, 2006



Professional Experience (6 Years)

1. Since 2012: IFHE, IBS Hyderabad
2. 2006-2007: Designefx Ad Agency

Research / Selected Publications

1. Ponnam, AS., and Balaji, M., "Satisfaction-based Segmentation: Application of Kano Model in Indian Fast Food Industry," *Journal of Targeting, Measurement and Analysis for Marketing*, 13(3 / 4), 2011, pp 63 -71.
2. Bose, S., and Ponnam, A., "Country of Origin Effect on Services: an Evaluation of Entertainment," *Managing Leisure*, 16, 2011, pp 98 – 10.
3. Ponnam, A., "A Case for Conceptualization of Customer Based Brand Equity within Motivational Perspective," *Academy of Marketing Studies Journal*, 15(1), 2011, pp 61 – 70.