

Faculty Profile

Name: **Adapa Srinivasa Rao**
Designation: Research Scholar
Teaching Areas: Marketing
PhD Thesis area: Brand Management
Education: Ph.D. (Pursuing), IFHE, 2010
MBA, Icfai University, Dehradun, 2008



Professional Experience (6 Years)

1. Since 2010: IFHE, IBS Hyderabad
2. 2006 – 2007: HDFC Bank, India

Research/Selected Publications:

1. Rao, AS., and Purkayastha, D., "Nokia-Microsoft Alliance: Joining Forces in the Smartphone Wars," *ecch*, Case Reference No. 312-016-1, 2012.
2. Rao, AS., and Purkayastha, D., "Cocoberry: A Startup's Global Ambitions," *ecch*, Case Reference No. 812-001-1, 2012.
3. Rao, AS., and Purkayastha, D., "McDonald's 'McSpicy' Marketing Campaign in India," *ecch*, Case Reference No.512-010-1, 2012.
4. Rao, AS., and Purkayastha, D., "Android Vs iOS: Mobile Operating System Wars in 2010," *ecch*, Case Reference No. 911-009-1, 2011.
5. Rao, AS., and Purkayastha, D., "Louis Philippe: The Growth of a Super Brand in India," *ecch*, Case Reference No. 511-074-1, 2011.