

Faculty Profile

Name: **Dr. Venkateswara Rao. Korasiga**
Designation: Associate Professor
Teaching Areas: Supply Chain Management
Operations Management
Research Interests: Supply Chain Management
Customer Relationship Management
Education: Ph.D., Dr. BRAOU, Hyderabad
M.Sc. Chemistry, M.B.A JNTU, Hyderabad



Professional Experience (33 Years)

1. Since 2013: IFHE, IBS Hyderabad
2. 2011-2013: University of Petroleum and Energy Studies, Dehradun
3. 2001-2010: IBS, Hyderabad
4. 1997-2000: Head SCM, IDL Industries, Hyderabad
5. 1996-1997: Rank Aqua Exports Ltd, Nellore
6. 1994-1996: Nagarjuna Aqua Exports Ltd., Nellore
7. 1989-1994: The Southern Pesticides Corporation Ltd, Hyderabad
8. 1981-1989: M/S. Burn Standard Company Ltd, Salem
9. 1979-1981: The Singareni Collieries Co Ltd, Kothagudem

Research/Selected Publications

1. "Innovation in educational institutions" in International Journal of Applied Services Marketing Prospective, Pezzottaite Journals, Vol.2, No.4, P 597-601, October-December 2013. ISSN (P):2279-0977 ISSN(O) 2279-0985.
2. "CRM in ODL institutions" in International Journal of Applied Services Marketing Prospective, Vol.1, No.2, P.177-187, Pezzottaite Journals, ISSN: 2279-0977, ISSN (O): 2279-0985, October-December 2012.
3. "South Africa's MTN Banking; cell phone centric banking Innovation", Vol. IV, No.3, P24, ICFAI Journal of Services Marketing, ISSN:0972-9224, Sep2006
4. "CRM in Educational Institutions", ICFAI Journal of Services Marketing, Vol.III, No.4, December 2005, ISSN:0972-9224, ICFAI University Press.
5. "Artificial Intelligence in Business applications", Global CEO, ISSN:0972-5318, ICFAI Publications, October 2005
6. "Business Intelligence and its value", Global CEO, ISSN:0972-5318, ICFAI Publication August 2005.
7. Sintering behavior of Industrial Ramming masses, October 1984, Journal of *IRMA*,
8. Customer Relationship Management and e-Business, in Contemporary Management, edited book 2011, No.43, P.446-477, ISBN: 978-93-5051-099-5, Himalayan Publishing House.