

## Faculty Profile

**Name:** Dr. Purna Prabhakar Nandamuri

**Designation:** Associate Professor

**Teaching Areas:** Business Strategy  
Business Ethics & Corporate Governance

**Research Interests:** Business Strategy,  
Business Ethics, Corporate Governance and  
Entrepreneurship.

**Education:** Ph.D., Acharya Nagarjuna University, Guntur, 2010  
MBA, Andhra University, Visakhapatnam, 2001  
MSc. (Psychology). University of Madras, Chennai,  
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MA (English), Andhra University, Vishakhapatnam,  
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### Research/Selected Publication:

1. Purna P Nandamuri, Venugopala Rao K S, and Mukesh K Mishra. (2018). Sustainable Competitive Advantage through Business Model Innovation- The Indian Perspective, in Enhancing Competitive Advantage with Dynamic Management and Engineering, Eds. Carolina Machado, and Paulo Davim, J. Published by IGI Global, Pennsylvania, USA. ISBN 9781522553618, pp. 217 -246.
2. Purna P Nandamuri, Mukesh K Mishra, and Gowthami Ch. (2017). Relativity applies to physics, not ethics, in Management techniques for a diverse and cross-cultural workforce, (Eds) Naman Sharma, Vinod Kumar Singh, and Swati Pathak, IGI Global, Pennsylvania, United States. ISBN: 9781522549338. pp. 236 –258.
3. Purna P Nandamuri, Mukesh K Mishra, and Vijayudu G. (2017). Indian Cement Industry – The Business Environment. Journal of Case Research, VIII (1), pp.01-19.
4. Purna P Nandamuri, Mukesh K Mishra, and Vijayudu G. (2017). Indian cement industry (B) – The demand-supply dynamics, Journal of Case Research, VIII (2), December 2017. pp. 23 – 41.
5. Purna P Nandamuri, Chakravarthy J S K, and Vijayudu, G. (2017). What women entrepreneurs need to succeed in emerging economies? in Examining the role of women entrepreneurs in emerging economies, (Eds) David Chitakunye and Amandeep Takhar, IGI Global, Pennsylvania, United States. ISBN: 9781522551126. pp. 212-238.