

Faculty Profile

Name: **Amnaganti Srikant**
Designation: Associate Professor
Teaching Areas: Marketing Management
Sales & Distribution Management
Research Interests: Marketing strategies in emerging markets
Education: PGDM, Indian Institute of Management (IIM), Calcutta, 1990
B.Tech, Indian Institute of Technology (IIT), Madras, 1988



Professional Experience (22 Years)

1. Since 2002: IFHE, IBS Hyderabad
2. 1993-1995: E.I.D Parry (I) Ltd., India
3. 1991-1993: Tata Economic Consultancy Services, India

Research/Selected Publications

1. Srikant, A. (2006), "Cellular Mobile Industry in India: A Study," *The Icfai Journal of Services Marketing*, 4, 1, 34-40.
2. Srikant, A. (2005), "Effective Promotional Strategies in Services Marketing: A Conceptual Study," *The Icfai Journal of Services Marketing*, 3, 2, 21-32.
3. Srikant, A. (2005), "Marketing Strategies of Banks to Foster Financing of SMEs in India," *The Icfai Journal of Services Marketing*, 3, 4, 36-41.
4. Srikant, A. (2004), "Retail Banking: Indian Scenario," *The Icfai Journal of Services Marketing*, 2, 4, 32-36.
5. Srikant, A. (1989), "Automatic Mesh Generation in 2-D and 3-D Objects," *Advances in Engineering Software*, 11, 1, 19-25.