

Faculty Profile

Name: **Prakash Chandra Karalapudi**
Designation: Assistant Professor
Teaching Areas: Marketing Management
Research Interests: Consumer Buyer Behavior
Brand Management
Retailing and Competitive Advantage
Education: Ph.D., Osmania University, Hyderabad, 2011
MBA, University of Oklahoma, Norman, Oklahoma, 1984
PGDBM, Madras University, 1982



Professional Experience (28 Years)

1. Since 2001: IFHE, IBS Hyderabad
2. 1991-1997: Grandy's Inc., Tulsa, USA
3. 1985-1990: Syarb Inc., Tulsa, USA