

## Faculty Profile

**Name:** Dr. B Shafiulla  
**Designation:** Associate Professor  
**Teaching Areas:** Marketing Management  
Services Marketing  
**Research Interests:** Management  
**Education:** PhD (S.K University, Anantapur 2007)  
M.Com (S.K. University, 2000)  
UGC NET in Management (1998)



### Research/Selected Publication:

1. Shafiulla B (2016), "End of Road for Maruti 800" The IUP Journal of Marketing Management, Vol. XV, No.2, Pg.86-89, May 2016.
2. Shafiulla B (2014), "Online Social Media: New Battle Ground for Election 2014", Social Media Marketing: Emerging Concepts and Applications, First edition 2014, pg. 373-385, [ISBN: 978-93-5062-539-2], Excel Books Publishers
3. Shafiulla B (2014), IMC Strategies of Building Brand 'NaMo', Global Performance Challenges Building and Sustaining Competitiveness [Edited Book: ISBN 978-93-8384-74-2] Excel India Publishers
4. Shafiulla B (Co-Author: Dr. Premchand Babu) (2014), "Innovative Integrated Marketing Communication Strategies used to Market Ra.One: A Critical Analysis" The IUP Journal of Marketing Management, Vol. XIII, No.2, Pg.19-39, May 2014. . [UGC-CARE Listed Journal]
5. Shafiulla B (2014), Tata Nano to Tata No-no: Case Study The IUP Journal of Marketing Management, Vol. XIII, No.1, Pg.78-86, [UGC-CARE Listed Journal]