

Faculty Profile

Name: **V. Namratha Prasad**
Designation: Assistant Professor
Teaching Areas: Marketing & Strategy
Research Interests: Strategic Management
New Product Development
Marketing Communications
Education: MBA, Osmania University, Hyderabad, 2003
B.Com (Hons), Indian Institute of Management & Commerce, Hyderabad, 2001.



Research / Selected Publications:

1. V. Namratha Prasad, Vinod Babu Koti, "Melanie Perkins: poised to redesign Canva from tech unicorn to tech giant?." *The CASE Journal*, Emerald Publishing. Published on 22 September 2023.
2. V. Namratha Prasad, "Sumaira Latif at P&G: pioneering inclusive design and accessibility to all". *The Case for Women*, Emerald Publishing, 11 September 2023.
3. Prasad, V Namratha and Purkayastha, Debapratim, "Was the time right for Ola to re-enter the food delivery business?"; BusinessLine on Campus, 22 November, 2018.
4. Prasad, V. Namratha and Purkayastha, Debapratim, "Taking on Patanjali with Ayush 2"; BusinessLine on Campus, 5 January 2018.
5. Prasad, V Namratha and Saji Sam George, "KickStart: A Business Model to Tackle Poverty"; Case Studies in Social Entrepreneurship and Sustainability, The oikos collection Vol. 2, Edited by Hamschmidt, Jost, Pirson, Michael (Routledge, 2011), Part II, Chapter 3.
6. Prasad, V Namratha, Saji Sam George and Govind, Sachin, "Tata Motors and Fiat Auto: Joining Forces," Multinational Management, Edition 5, by Parboteeah K.P and Cullen J B (Cengage Learning, Inc./Nelson Education Ltd.,2011).
7. Prasad, V Namratha, Saji Sam George and Govind, Sachin, "Blu-ray and HD DVD: Betamax - VHS 'Format Wars' Redux?"; Strategic Management: Competitiveness and Globalization Cases (3rd Cdn Edition), by Hitt, Michael, Ireland, R. Duane, Hoskisson, Robert, Sheppard, Jerry, Rowe, Glenn (Nelson Education Ltd., Canada, 2008).