

Faculty Profile

Name: Dr. K. S. Venu Gopal Rao

Designation: Professor & Director

Teaching Areas: Marketing Management
Sales & Distribution Management
Strategic Marketing Management

Research Interests: Sales Promotions
Consumer Behavior
Product Bundling

Education: Ph.D., Kakatiya University, Warangal, 2008
MBA, Osmania University, Hyderabad, 1993
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Research/Selected Publication:

1. V. V. Gopal, H Muralidharan, Rao Venu Gopal and Jyothi Ch (2022), "Zyne: Growth Pangs in a Commoditized Market", Asian Journal of Management Cases, April, pp 1-14. (Scopus)
2. V. V. Gopal, Rao Venu Gopal (2021), "Insider vs Outsider – Who is better? The case of Zyne Furnishings", Emerald Emerging Markets Case Studies, December, pp 1-19. (Scopus)
3. Sweta Singh, Rao, Venu Gopal (2017), "Brand Bundling as a New Product Introduction Strategy : A Conceptual Framework", Indian Journal of Marketing, Vol 47, Issue 7, pp.35-46 (Scopus Listed)
4. Abhigyan Sarkar, Juhi Gahlot Sarkar, Rao Venu Gopal., (2016), "How to develop emotional attachment amongst patients towards hospitals? A qualitative investigation in the context of emerging Indian market", Journal of Asia Business Studies, Vol. 10 Issue: 3, pp.213-229.
5. Ghosh, Tathagatha, Rao Venu Gopal, (2014), "Consumer Confusion in Mobile App Buying – the moderating role of Need for Cognition," International Journal of E Business Research, Vol 10, Issue 4, December 2014, pp 52-70 (ABDC-C)