

Faculty Profile

Name: Ms. 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 Publication:

1. Prasad, V. Namratha and Vinod Babu, Koti, *"Amazon Web Services' Efforts Toward Green Computing,"* Case Folio: The IUP Journal of Management Case Studies, June 2021.
2. Prasad, V. Namratha and Vinod Babu, Koti, *"India's Kalyan Jewellers: Winning with a Hyperlocal Strategy,"* Case Folio: The IUP Journal of Management Case Studies, December 2019.
3. Prasad, V. Namratha and Purkayastha, Debapratim, *"Apple HomeKit: Bringing the 'Internet of Things' into Homes,"* Case Folio: The IUP Journal of Management Case Studies, June 2019.
4. Prasad, V. Namratha and Muralidhara, G.V., *"Ikea in Russia – Ethical Dilemmas,"* Business Ethics, 2nd Edition, by Parboteeah K.P and Cullen J B (Routledge, 2018).
5. Prasad, V. Namratha and Muralidhara, G.V., *"Ikea in Russia – Ethical Dilemmas,"* International Management: Managing Across Borders and Cultures, Text and Cases, 9th Edition, by Helen Deresky (Pearson, USA, 2017).