

## Faculty Profile

Name: **Dr. Muppala Ravindranath**

Designation: Assistant Professor

Teaching Areas: Business Strategy,  
Marketing Management,  
Management

Research Interests: Marketing related  
Management

Education: LLB, Kakatiya University, 2010.  
PhD, Kakatiya University, 2008  
MPhil, Nagpur University, 1986  
MCom, Nagpur University, 1980



### Selected Publications:

1. Measurement of Pilgrims satisfaction, International Buddhist conference, Amaravathi.
2. Marketing of Coffee in Ethiopia
3. Promotion of Tourism in Republic of Maldives
4. Consumer behavior in buying of select FMCG
5. Push and Pull strategies in the marketing of select consumer durables