


PROGRAM		MBA		
Name:	B Mahendra Reddy			
Designation:	Assistant Professor			
Date of Birth:	06/01/1990			
Unique ID:	GVP/T/II/056			
Education Qualifications:	B.Tech, MBA, APSET, UGCNET, (PhD)			
Work Experience (Total Years)	7.5			
	Teaching:	3.5		
	Research:	1		
	Industry:	4	D.O.J: 11-09-2017	
	Others:		REGULAR	
Area of Specialization	MARKETING			
Courses taught at Post Graduate level	Retail Store Management Merchandise Management Business Environment Managerial Communication Skill Consumer Behaviour and Customer Relationship Management Entrepreneurship Development			
Research guidance:				
	National Journals:			
	International Journals:	01		
	National Conferences:	03		
	International Conferences:			
	Master Thesis guidance:	20		
	Ph.D guidance:			
Projects Carried out:				
Patents:				
Technology Transfer				
Research Publications:	01			
No. of Books published				