Faculty Profile

Basic Information:



NAME : **K. Bhaskar**

DESIGNATION : **Assistant Professor**

DEPARTMENT : **MBA**

DATEOFBIRTH : **06/07/1985**

DATEOFJOINING : **01/10/2025**

EMAILID : **bhaskarkarnamaits@gmail.com**

EMPLOYEEID: :

Academic Profile:

Qualification	Name of the Board/University	YEAR
M.B.A.	JNTU	2008
B.com	Sri VenkateswaraUniversity, Tirupati,	2005
Intermediate	Board of Secondary Education	2002
SSC	SSC	2000

Research Details:

1.AreasofSpecialization :		Marketing & HR
2.No.ofPublications :		10
3.AwardsReceived :		
4.ResearchGuidance		
	No. of PhD Guided:	
	No. of MTech. Guided:	
	No. of MBA Guided:	80
5.DetailsofProfessionalMembership:		
6.SubjectsTaught :		Management and Organizational Behavior Marketing Management Business Statistics Human Resource Management Retail Marketing Sales and Distribution Management

	International Marketing Managerial Economics Logistics and Supply Chain Management Strategic Management

Publication Details:

Title	Publisher	Published Year
Innovations in Rural Marketing of FMCG companies in India	International Journal of Entrepreneurship &Business Environment Perspectives – An Indexed and Refereed Quartely Journal	2014
Consumer Attitude Towards Car Servicing: A study in Hyderbad	Global Journal for Research Analysis	2015
Study on Customer Purchase Behaviour Towards Nerolac Paints In Kadapa Region, Andhra Pradesh	Global Journal of Engineering Science and Researches	2018
An Empirical Analysis towards an Efficient Shopping Mechanism for M- Commerce",	International Journal of Research And Analytical Reviews	2018
A study on Capital Structure Influence on Firm's Growth and Profitability with Reference to Bharathi Cements, Tadipatri	International Journal of Research And Analytical Reviews	2018
Leverage Analysis and Profitability: A Study of Ultra Tech Cement Company	Global Journal of Engineering Science and Researches	2018
Impact of Sales person on Customer Purchase: A study on Organized retailing	Global Journal of Engineering Science and Researches	2018
Consumer Attitude and Behavior Towards soft Drinks with Special references to Major Municipal Corporations, Anadhra Pradesh	Global Journal of Engineering Science and Researches	2018

PatentDetails:

Title of Patent	Submitted/Published/Awarded