

Dr. S. Ramesh Babu MBA, MHRM, PGDAGM, AP-SET, UGC-NET, M.Phil. Ph.D.



Dr. S. Ramesh Babu has 20 years of teaching experience coupled with research. Currently serving as Associate Professor at KL Business School, Koneru Lakshmaiah Education Foundation (KL Deemed to be University), Vaddeshwaram, Guntur DT, Andhra Pradesh. And he is also officiating as Professor In-charge Academics at Department of MBA, KL Business School, since 2021.

Dr. Ramesh Babu completed MBA, M.Phil, and Ph.D. from Acharya Nagarjuna University. Ph.D. Title: ‘A Study on Opportunities and Challenges in Linking of Farmers with the Organised Food Retail Chains’.

Dr. Ramesh presented good number of research papers at National and International seminars/conferences organised by reputed organizations like IIM-Kozhikode (IIMK), Mudra Institute of Communications-Ahmadabad (MICA), National Institute of Rural Development (NIRD), University of Hyderabad (UOH) etc., sponsored by UGC, ICSSR, and AICTE. His research published in reputed national and international journals, and listed in Scopus. To his credit, he has a UGC funded research project on “Exploring Marketing Opportunities for Handicrafts with the Emerging Trends in Retailing- with special reference to Kalamkari Fabrics in Krishna District, Andhra Pradesh”.

He delivered lectures and chaired sessions at various seminars, orientation and training programs on subject matters. His areas of interests in teaching and research include Marketing Management, Retail Management, Agricultural Marketing and Marketing of Services.

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