

## Author Profile



Dr Ganesh KVB has done his **PhD in Commerce and Management** from Krishna University, A.P, **Master in Business Administration** with Human Resource and Marketing as a dual specialization A.P. He has more than 16 years of teaching experience at PG level in various prestigious Institutes and Universities. He is presently working as **Assistant Prof. for KL Business School, Koneru Lakshmaiah Education Foundation (Deemed to be university)**, Vijayawada, Andhra Pradesh (Category 1 University by UGC. A++ Accreditation by NAAC). He has published several research papers in International and National reputed Journals. He has attended and presented paper in several various International and National seminars and conference. He also attended several FDP, STTP organized by different reputed institutions. He has authored two books and editor of two edited books in the area of Management and BRM with different reputed publication houses. He is also associate with several international journal as Editorial Board Member and Reviewer.