

Dr. R. Pradeep Kumar Patnaik is an accomplished Assistant Professor at KL University, Andhra Pradesh. With 22 years of teaching experience, he currently serves as the Alternate HOD of BBA Department at KL Business School. Dr. Patnaik specializes in Marketing, Digital Marketing, and Design Thinking and Innovation.

His academic prowess is evident through the publication of 22 research papers in prestigious journals like Scopus, Web of Science, ABD, and UGC. Driven by a passion for innovation, he embraces challenges with enthusiasm.

Beyond his role as an educator, Dr. Patnaik holds pivotal responsibilities, including overseeing the Internal Quality Assurance Cell (IQAC), managing International relations activities, leading student admissions for Odisha, West Bengal, and Chhattisgarh, and spearheading social media and branding initiatives. His multifaceted contributions make him an invaluable asset to the academic community.