


PROGRAM	MBA		
Name:	Dr.K.SRINIVAS BOSE		
Designation:	PROFESSOR		
Date of Birth:	05-08-1968		
Unique ID:	GVP/T/II/036		
Education Qualifications:	MBA., Ph.D		
Work Experience (Total Years)	22 Years		
	Teaching:	21	
	Research:	21	
	Industry:	01	
	Others:		
Area of Specialization	MARKETING		D.O.J : 27-01-1998
Courses taught at Post Graduate level	MARKETING MANAGEMENT SALES and DISTRIBUTION MANAGEMENT RETAIL MANAGEMENT SERVICES MARKETING BUSINESS ENVIRONMENT		
Research guidance:			REGULAR
	National Journals:	08	
	International Journals:	04	
	National Conferences:	04	
	International Conferences:	01	
	Master Thesis guidance:	80	
	Ph.D guidance:	04	
Projects Carried out:	06		
Patents:			
Technology Transfer			
Research Publications:	17		
No. of Books published	03		