

<p style="text-align: center;"><b>Nagendra R</b> Asst. Prof. Dept. of M.B.A <a href="mailto:nagendra.r@cittumkur.org">nagendra.r@cittumkur.org</a> Ph: +91 9844 660 664</p>	<p><b>Research Interests</b></p> <ul style="list-style-type: none"> <li>• Sales Management</li> <li>• Service Marketing</li> <li>• Retail Marketing</li> <li>• Rural Marketing</li> </ul>
	<p><b>Publications</b></p> <ul style="list-style-type: none"> <li>• Co-authored a text book entitled “<b>Soft Skills and Personality Development</b>” for 3<sup>rd</sup> Semester BBM &amp; 5<sup>th</sup> Semester B.Com as per Tumkur University Syllabus.</li> </ul>
<p>K-Set (Management) M.B.A (2007), Tumkur University, Tumkur B.Sc (2004), Bangalore University, Bangalore</p>	<p><b>Teaching</b></p> <ul style="list-style-type: none"> <li>• Management Behavioural Process</li> <li>• Business Government &amp; Society</li> <li>• Rural Marketing</li> <li>• Service Marketing</li> <li>• Business Marketing</li> <li>• E-Marketing</li> <li>• International Marketing Management</li> <li>• Principals and Practices of Banking</li> <li>• Investment Management</li> <li>• Entrepreneurship Development</li> </ul>