

## Faculty Profile

Name: **Madhavi Garikaparthi**

Designation: Faculty Member

Teaching Areas: Business Strategy  
Marketing Management  
Services Marketing  
Customer Relationship Management  
Brand Management

Research Interests: Service Quality  
Ecommerce  
Competitive Strategies  
Customer Relationship Management,  
Brands & Consumers

Education: Ph.D. (Pursuing), Pacific University  
NET- UGC, (Management), 2012  
MBA (HRM), Osmania University, 1998  
MBA (Marketing), Osmania University, 1995  
BSC, Osmania University, 1993



### **Professional Experience (21 years):**

1. May 2015 – Till Date: IBS Hyderabad, IFHE University
2. June 2006 – May 2015: IBS Mumbai
3. October 2000 – June 2006: IBS Hyderabad
4. June 1996 – June 2000: Shalivahana Builders
5. January 1996 – May 1996: Cheminor Drugs Ltd, Dr.Reddy's Group
6. June 1995 – December 1995: RPG RICOH Ltd.

### **Selected Research /Publications:**

1. Garikaparthi,M., "An In-Depth Study of Service Quality In Retail Industry", *International Journal of Management Research and Business Strategy*, Vol.3, No.3, July 2014
2. Garikaparthi,M., "Understanding The Role of Intermediaries in Secondary Packaging Industry and Designing Effective Distribution System", *International Journal of Management Research and Business Strategy*, Vol.3, No.4, October 2014
3. Sharma,R; Garikaparthi,M., "What's In A Name – Logos That Express New Thinking", *International Journal of Management Research and Business Strategy*, Vol.2, No.3, July 2013