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PROFILE:

Professor R. Sampath Kumar is a Professor of Management Studies in School of Management Studies (SOMS) IGNOU New Delhi, earlier worked as Professor of Management in the Department of Business Management, Osmania University Hyderabad, He is an alumnus of Osmania University Campus, holds Masters degree in Business Administration with marketing specialization and Ph.D., in Management, He has 30 years of teaching and Academic experience beside he has served for more than five years in Industry. Prior to joined in SOMS IGNOU had worked additionally in Osmania University as Additional Controller of Examination for MBA in Examination Branch, Osmania University, Joint Director Directorate of Admissions, Osmania University and Coordinator for DOST (Degree Online Services Telangana), 62 publications in National and International Repute journals at his credit. He has written and published Six books in the Marketing area. 33 Ph.D. & 8 M.Phil. degrees awarded under his leadership. He is a prolific speaker and has chaired the sessions in national and international conference and seminars. He is associated with many universities and academic bodies, professional bodies at various capacities for their academic assignment.

EDUCATION:	
Master of Business Administration 1993	Name of the university: Department of Business Management, UCC&BM OSMANIA UNIVERSITY - Hyderabad
Doctor of Philosophy (Management) 2000	Name of the University: Osmania University, Hyderabad Discipline: Management Doctoral Research Topic: "A Study on Consumer Behavior in Selected Products"
Bachelor of Science 1984	Name of the university: Osmania University

Work Experience: Having a total of 30 years teaching, research, and administrative experience.

Present Position: Working as **Professor** in the School of Management Studies, Indira Gandhi National Open University (IGNOU) Central University, New Delhi since 2024 onwards

Previous experience: Worked as **Professor** in the Department of Business Management, Osmania University College of Commerce and Business Management, Osmania University since 2022 to 2024

Worked as **Associate Professor** in Department of Business Management, Osmania University College of Commerce and Business Management, Osmania University from 2019 to 2022.

Worked as **Assistant Professor** in Osmania University, Hyderabad from 1994 to 2019

Research Contribution of Prof. R Sampath Kumar

Sl.	Category	Number
1	Published Papers with ISSN numbers	62
2	Papers Presented in conferences	10
3	Books Chapters with ISBN numbers	06
4	Editor for Books	03
5	Chief Reviewer for Books	02
6	Professional Memberships	09
7.	Successfully guided and Awarded Ph. D scholars	34
8.	Successfully guided and completed the MPhil guidance	07

Books published by Dr R Sampath Kumar: (With ISBN Numbers).

- ❖ Himalaya Publishing House, Buyer Behaviour, ISO: 9001:2015 Certified, First Edition: 2022, ISBN: 978-93-5596-219-5, PCM-0356, website: www.himpub.com.
- ❖ Advertising and Sales Promotion, Published in Himalaya Publishing House, ISO: 9001:2015 certified, ISBN: 978-93-5596-149-5, PCM 0375, website: www.himpub.com.
- ❖ Written and published a book on **Marketing Management** with Himalaya Publishing House with ISBN No: 978-93-5273-578-5.
- ❖ Published a chapter titled – Digital Embracing on FMCG sector in Advertising and Marketing in India Multidisciplinary Research -6. Red shine Publication with ISBN No: 978-93-91479-70-1.
- ❖ Published a Book titled –Multidisciplinary Subjects for Research-XI Volume -1. Red shines Publication with ISBN No: 978-1-365-59978-1.
- ❖ Published a Chapter titled – Impact of Brand on Buyer Behaviour in Rebuilding the brand- A Study. In Multidisciplinary Subjects for Research-XI Volume -1. Red shine Publication with ISBN No: 978-1-365-59978-1.
- ❖ Modern Management Practices – A Paradigm Shift, King Publication, Hyderabad,

Countries Visited: U.S.A, U.K., Thailand