

Mr.PrasannaVenkatesh

Mr.Prasanna Venkatesh is currently working as Assistant Professor with Acharya Bangalore B-School teaching Marketing and other General Management Subjects. He has around 18 years of experience in both academics and industry. He has done MBA in Marketing and Human Resource from Bharathiar University. He has worked for software companies and also as Faculty Member in various B-schools including IBA, MATS Institute of Management and Entrepreneurship, (Jain University group) Bangalore. He has been a coordinator for International Exchange Programme and other Post Graduate Management Programmes. Also conducted Management Development Programmes in the areas of Business Process Analysis, Motivational Techniques and Personality Development Programmes. He has successfully implemented several research projects in the area of market potential analysis

His research contributions include many research papers in National and International Conferences and also published research articles in leading marketing journals. He is qualified as Internal Auditor – ISO 9001-2000, certified by BVQI.

Mr.Prasanna is a Corporate Trainer for various companies in Karnataka and other states, and also for Government organizations including FIEO (Federation of Indian Export Organisations) and EPCH (Export Promotion Council for Handicrafts), FICCI (Federation of Indian Chambers of Commerce and Industry). Recently he has successfully carried out training programmes in the areas of international marketing opportunities and design development of Karnataka handicrafts in Karnataka and TamilNadu.

He delivered various lectures and Online Training programme conducted Online class room delivery for Various prestigious B-Schools like IMT-Ghaziabad, Narsee Monjee Institute of Management Studies etc.

He has travelled extensively to South East Asian Countries including Singapore and Malaysia on various business assignments.