
DR. BHARATH BHUSHAN B



Designation: Associate Professor

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Bio:

Dr. Bharath Bhushan B is a distinguished educator with a strong academic foundation and an extensive 14-year tenure in the teaching profession. Holding degrees in B.Sc. and an MBA with a specialization in Marketing, he seamlessly blends theoretical knowledge with practical insights, enriching the educational experience for his students.

In his 14 years of teaching experience he has imparted knowledge across a spectrum of subjects, including Marketing Management, Strategic Management, Consumer Behavior, Integrated Marketing Communication, Macro Business Environment, Sales Management, Managerial Communication, Logistics & Supply Chain Management, and Management Organizational Behavior, showcasing his versatility in the academic realm.

Beyond academia, Dr. Bharath Bhushan B exhibits a keen interest in social media, recognizing its significance in the contemporary landscape of communication and connectivity. Dr. Bharath Bhushan B is deeply involved in guiding students through the rigors of competitive exams. Having successfully navigated challenges himself, with notable achievements such as clearing the banking exam for the State Bank of Mysore and the UGC-NET exam, he imparts not only academic knowledge but also valuable insights into effective exam preparation strategies.

Research Areas:

Social Media, Sustainable Development, Consumer Behaviour, Wildlife Tourism
