

## Profile



*Dr. Veerendrakumar M. Narasalagi*, a dynamic management professional with abilities in identifying business opportunities, business development, expanding market. He is highly skilled in market forecasting and formulating strategies to exploit business opportunities. He is Keen strategic planner with demonstrated abilities in implementing business objectives.

The professor has dynamic and proactive approach in successful Organizational Developmental (OD) initiatives that delivered consistent and sustainable operating revenue and profit. The professor is adept in carrying out monitoring and evaluation of management programs and developing proposals. The professor is also good at networking, liasoning, management of personnel and finance. The professor has travelled Malaysia and Srilanka for business development activities. The professor worked as strategic management consultant for SME division of Central Bank of Nigeria

## Qualification Earned his

- **Ph.D.,in Business Administration (MBA)** from Visvesvaraya Technological University, Belgaum.
- **MBA** from Visvesvaraya Technological University, Belgaum.
- **Master of Science (M.Sc) in Agriculture** from University of Agricultural Sciences, Dharwad
- **Bachelor of Science (B.Sc) in Agriculture** from University of Agricultural Sciences, Bangalore.

## Academic Experience

- Full Professor at BLDEA'S V.P.Dr.P.G.H.C.E.T
- The Professor was visiting faculty at Appa Institute of Management studies, Gulbarga and Gupta College of Management Studies, Bangalore.

## Industrial Experience:

Prior to entering academia, *Dr. Veerendrakumar M. Narasalagi*, worked in sales and marketing for 11 years in middle and top management with Agri-Input industry, Banking & Finance industry, Microfinance Industry and consultancy.

## **Books Published**

- The professor has author of text books prescribed for MBA Students
  - i. *Strategic Brand Management*
  - ii. *Sales management*
  - iii. *Economics for Managers*
  - iv. *Reatail Management and*
  - v. *Agri-Business Management.*
- The professor has published research papers in national and international journals.
- The professor has attended several conferences and workshops.

## **Research Experience:**

- Served as Senior Research Fellow for weed control project during post Graduate studies.
- Freelance consultant-Organizational Development, Strategy formulation, Market survey, Business Plan preparation, Training and Development.

## **Affiliation:**

- The professor is life time member of Institute for Agricultural Technologists (IAT), Bangalore.
- BOE for Siddaganga Institute of Technology, Tumkur
- External Panel Member for Ph.D at Visvesvaraya Technological University, Belagavi.