



MR. HARSHIT BABU

Designation: Assistant Professor

Official Email ID: harshithbabu@rnsitmba.ac.in

Google Scholar ID: <https://scholar.google.com/citations?hl=en&user=ezMtVh8AAAAJ>

LinkedIn ID: <https://www.linkedin.com/in/harshith-babu-b33a8b3a/>

Bio:

HARSHITH BABU V S is currently working as Assistant Professor in MBA department at RNSIT. He has total experience of 14+ years (12+ years of teaching experience and 2 years of industry experience). His teaching interest includes Marketing management, Statistics for managers, Business Research Methods, Technology for managers, Consumer Behaviour and Services Marketing. He is actively engaged in research and presented papers in International conference at Dubai, IIM Bangalore, and IIM Visakhapatnam.

Research:

Consumer Behaviour, Retail Management and Services Marketing

