



DR. U BHOJANNA

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Bio:

Dr. U Bhojanna is a 21-year proficient educator with a variety of experience and expertise. He heads the department of management and research and has been doing so for the past 18 years. He has a master's in business administration from S K University, Anantapur, Andhra Pradesh. He was awarded master's in philosophy from Alagappa University, TamilNadu and Doctor of Philosophy from S K University, Anantapur, Andhra Pradesh. He serves as a member on the Board of Examinations for several universities and few autonomous institutions.

Dr. U Bhojanna has authored two books “Business Research Methods” and “Advertising an IMC Perspective”. These books serve as recommended textbooks in a good number of universities across the globe. Also, his articles, research papers, case studies and review papers have appeared in both national and international journals.

In his current role, Dr. U Bhojanna teaches courses under the Post Graduate Program for Master's in Business Administration. He has also taught numerous courses, such as Teaching Methods, Foundations of Education, Curriculum Development and Implementation, Leading in Various Fields of Management, Improving Instruction Using Data, Reform and Change Processes, and Educational Psychology, and has taught at the bachelor, master, and doctorate level. He has supervised numerous administrative interns and teachers during the past years and has served on more than 20 dissertation committees with various institutions of higher education.

Publications:

Dr U Bhojanna has authored two books “Business Research Methods” and “Advertising an IMC Perspective”. These books are recommended as text books in good number of universities in India and being sold in other countries also. His articles, research papers, case studies and review papers are published in national and international journals. His books “Business Research Methods” and “Advertising an IMC Perspective” are customized to various universities in India.