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Journal of Tourism and Hospitality –Prof. Anand Bethapudi

- Sharing a Research Agenda

Prof. Anand Bethapudi

Research Agenda



Biographical Sketch

- Prof. Anand Bethapudi is an international educational researcher and consultant, specializing in Teaching, research in Tourism, Hospitality, Banking, Marketing, Human Resource Management, ICT, Management Principles and Concepts and Entrepreneurship.
- Prof. Anand is an Associate Professor, and Head of the Department, National Institute of Tourism and Hospitality Management, Hyderabad, India.
- Prof. Anand has worked at various academic Positions in different Educational Institutions as a Convenor for Various National Conferences, Seminars, Convenor (Admissions) and Dean (Academics).

Educational Background

- Prof. Anand Bethapudi holds three degrees.
- Doctor of Philosophy (PhD) from Rayalaseema University, India.
- Masters of Business Administration from Andhra University, India, Business Management, Marketing, HRM, Management Principles and Concepts.
- Bachelor of Engineering , Andhra University, India, Electronics and Communications Engineering.

Fellowships Received

- SELECTED FOR UGC-NET AND JUNIOR RESEARCH FELLOWSHIP IN BUSINESS MANAGEMENT
- SELECTED FOR JAPANESE FELLOWSHIP
- SELECTED FOR HRD FELLOWSHIP
- QUALIFIED MATHEMATICAL OLYMPIAD

Experience

- Anand Bethapudibackground includes .
- Anand Bethapudi was a Professor and Head of the Department, MBA, Vidya Vikas Institute of technology, JNTU-Hyderabad, Hyderabad.
- Prof.Anand Bethapudi was a Asst. Professor and Head of the Department, Hi-Tech College of Engineering, Hyderabad and Christu Jayanthi Jubilee P.G College, Guntur, India.

Experience

- Prof. Anand has 16 years of Teaching, Research and Consultancy experience in Tourism and Hospitality and Management Principles and Concepts, Marketing and HRM and Entrepreneurship.
- Prof. Anand Bethapudi has designed MBA(T&H) and BBA(T&H), MBA(Event Management) syllabi.

Publications

- Professor Anand Bethapudi has designed Various Training Programmes in Tourism and Hospitality Industry.
- Anand Bethapudi has published no.of research articles in Tourism, Hospitality, Management Principles and Human Resource Management. Professor Anand Bethapudi has Edited no.of Journals.
- Prof.Anand has Participated in International Conference, Penang.Malaysia conducted by USM and PSU universities 2012.

Publications

- Prof. Anand Bethapudi has effective PR with various Universities in India and Abroad.
- Prof. Anand Bethapudi Research papers are included in several books.
- Prof. Anand Bethapudi has reviewed several Research papers at national and international level Journals

Professional Organizations

- Professor Anand Associated with Several Universities and Colleges and Professional Bodies in India and Abroad.
- 1. Hyderabad Management Association
- 2. General Secretary, National Professionals Forum
- 3. FAPCCI
- 4. President, NITHM EES.

RESEARCH AREAS

- 
- TOURISM
 - HOSPITALITY
 - ICT IN TOURISM AND HOSPITALITY
 - ENTREPRENEURSHIP IN TOURSIM
 - HRM IN TOURISM AND HOSPITALITY
 - MARKETING RESEARCH AREAS IN TOURISM AND HOPSITALITY
 - MARKET ANALYSIS
 - CASE STUDIES

RESEARCH AREAS

- DIGITAL MARKETING
- ONLINE MARKETING
- MOTIVATION
- BUSINESS STRATEGY
- TOURIST DESTINATIONS
- SERVICES MARKETING
- DEMAND FORECASTING
- DEMAND AND SUPPLY
- RURAL TOURISM
- INNOVATIONS IN TOURISM AND HOSPITALITY

THANK YOU



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- [Journal of Hotel & Business Management](#)





- 3rd International Conference on Business, Economics & Management
- 2nd International Conference on Business Economics and Management



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