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Prof. T. Bharath is an MBA.,LL.M., Ph.D in Business Management from Osmania University. He has got 26 years of experience in teaching and 4 years of Industry experience. He is currently **Controller of Examinations, Satavahana University** and **Dean, Faculty of Business Management**. Further he is also **Dean College Development Council, SU**. He has received the Best Teacher award in 2014. He has published several papers in National and International Journals and presented papers in Seminars and Conferences. His areas of interest are Advertising Research, Quantitative methods and Marketing.