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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 **Principal -University College of Commerce and Business Management** and **Dean, Faculty of Business Management**. Further he is also **Dean College Development Council, SU**. Prior to this he was the Controller of Examinations, SU for a period of 3 years. 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.