

## Faculty Profile

**Name:** Dr. Dwarakanath Siriguppi  
**Designation:** Assistant Professor  
**Teaching Areas:** Marketing Management  
Sales & Distribution Management  
Business –to-Business Marketing  
**Research Interests:** Consumer Behavior  
Retailing  
**Education:** Ph.D., Osmania University, Hyderabad, 2013  
MBA, Sri Krishnadevaraya University, 1993



### Research/Selected Publication:

1. Dwarakanath Siriguppi, (2022), "Understanding Consumers' Perception toward Select FMCG products", International Journal of Public Sector Performance Management, Vol 9, Issue 3, PP 248-257.
2. Dwarakanath Siriguppi, Vijayudu Gnanamkonda, Chakravarthi Koundinya, (2020), "The Young Consumers Preferences for Buying Attributes: A Conjoint Analysis Approach", Journal of Critical Reviews, Vol 7, Issue 4, 2020, PP 3897-3910.
3. Sunny Bose, Sudeepta Pradhan, Dwarakanath Siriguppi, Santosh Kumar Alreddy, (2019), "Customer based Place Brand Equity and Investments Study of West Bengal", Place Branding and Public Diplomacy, Vol 15, Issue 2, PP 67-77.
4. S. Dwarakanath, (2016), "Rural Marketing in India: Challenges and Opportunities," IUP Journal of Marketing Mastermind", August, 2016, Vol, 13, No.3, P35-41.
5. S. Dwarakanath, (2010), "Brand Positioning The Powerful Marketing Tool," IPE Marketing Trends, January-June, 2010, Vol 2, No. 1, P 61-72.