

Faculty Profile

Name: Dr. Santosh Kumar Alreddy
Designation: Assistant Professor
Teaching Areas: Sales and Distribution Management
Business Strategy
Business History
Research Interests: Store attributes
Consumer Behavior
Education: Ph.D. Central University of Karnataka, 2017
MBA, Gulbarga University, 2004
BSc, Gulbarga University, 2002



Research/Selected Publication:

1. Alreddy Santosh Kumar, Siriguppi Dwarakanath (2021), "Examining the Association between Perceived Relationship Investment, Perceived Relationship Quality, and Customer Loyalty Using Structural Equation Modeling", IUP Journal of Marketing Mastermind, 20(4), 142-159.
2. Alreddy Santosh Kumar, (2019), "Store Attribute Factors Inducing Customer Loyalty in the Context of Apparel Retailers", International Journal of Recent Technology and Engineering, 8(4), ISSN 2277-3878.
3. Bose Sunny, Pradhan Sudeepta, S Dwarakanath and Alreddy Santosh K. (2019). "Customer-based Place Brand Equity and Investments: Study of West Bengal," Place Branding and Public Diplomacy, 15(2), 67-77. ABDC-B Scopus.
4. Alreddy Santosh Kumar and Mohd Zohair (2016), "Effect of Store Attributes on Behavioural Loyalty of Loyalty Program Members: Evidence from Organized Apparel Stores," Khoj: Journal of Indian Management, special issue, 152-161.