

Faculty Profile

Name: **Santosh Kumar Alreddy**
Designation: Assistant Professor
Teaching Areas: Marketing Management
Business Strategy
Research Interests: Store attributes
Customer Loyalty
Consumer behaviour
Education: Ph.D. Central University of Karnataka, 2016
MBA, Gulbarga University, 2004
BSc, Gulbarga University, 2002



Professional Experience (9 Years)

1. Since May 2016: IBS Hyderabad.
2. August 2012 to April 2016 : Pursued Full time PhD Gulbarga University
3. August 2008 to August 2012 : Lecturer at BKIT Bhalki
4. May 2004 to August 2008 : Sales Management function at Unichem Lab, Gulbarga Pfizer, and Asian Paints at Bangalore

Research/Selected Publications

1. Santosh Kumar (2016), "Factors Contributing to Online Purchase Intention of Apparel Products," *Marketing Mastermind*, IUP Publications, 41-47.
2. 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*, 152-161.
3. Alreddy Santosh Kumar and Mohd Zohair, "Factors Influencing Customer Impulse Buying in Fashion Retailing: An Exploratory Study", *Thematics Journal of Business Management*, 1-6.
4. Alreddy Santosh Kumar and Mohd Zohair (2013), "A Study of the Factors Influencing Customer Loyalty Programs and Short term Promotions with Reference to Organized Apparel Retailers in Gulbarga City", *International Journal of Communications and Engineering*, 4,3, 15-22.