

## Faculty Profile

Name: **Vijayudu Gnanamkonda**  
Designation: Asst. Professor  
Teaching Areas: Marketing  
Research Interest: Integrated Marketing Communications, Rural Marketing,  
Services Marketing, & Marketing Management  
Education: Ph.D , Sri Venkateswara University, 2013  
MBA, Sri Venkateswara University, 2001  
B.Com, Sri Venkateswara University, 1996



### Professional Experience (12 Years)

1. Feb 2013: Assistant Professor, IFHE, IBS Hyderabad,
2. Aug 2012 - Jan 2013: Associate Professor at KKC Institute of PG Studies, Puttur, Chittoor District, A.P.
3. Jan 2006 - Aug 2008: Assistant Professor at Mother Teresa Institute of Management Studies, Palamaner, Chittoor District, A.P.
4. July 2004 - Jan 2006: Lecturer at Velangini Institute of Technology, Bogaram, Hyderabad.
5. Oct 2001 - June 2004: Sales Officer at Ashapura Garments at Begumpet, Hyderabad

### Research/Selected Publications:

1. Purna Prabhakar Nandamuri, Mukesh Kumar Mishra, G. Vijayudu (2017), "Indian Cement Industry – The business environment", *Journal of Case Research*, 8, 1, 1-19
2. G Vijayudu (2016), "Packaged Food Products and Consumer Impulse Buying Behaviour," *Marketing Mastermind, IUP publications*, 13, 3, 15-21
3. Vijayudu Gnanamkonda (2014), "Rural Consumers' Perception towards Branded Packaged Food," *ZENITH International Journal of Business Economics & Management Research*, ZIJBEMR, 4, 5, 36-42
4. Vijayudu Gnanamkonda (2014), "The Effects of Sales Promotions on Rural Consumers in Consumption of Branded Packaged Food," *SSIJEM*, 4, 3, 68 - 75
5. Vijayudu Gnanamkonda; Satya Prasad V K (2014), "Consumer Awareness And Consumption Pattern of Probiotic & Sugar Free Ice Creams in Hyderabad & Secunderabad," *ZENITH International Journal of Business Economics & Management Research*, 4, 4, 162-171