

Faculty Profile

Name: **Dr. Dwarakanath Siriguppi**
Designation: Senior Assistant Professor
Teaching Areas: Marketing Management
B2B Marketing
Sales and Distribution Management
Brand Management
Business Strategy
Business Ethics & Corporate Governance
Research Interests: Consumer Behavior
Retailing & Branding
Education: Ph.D., Osmania University, Hyderabad, 2013
MBA, Sri Krishnadevaraya University, 1993
B.Sc, Osmania University, 1990



Research/Selected Publications

1. Debajani Sahoo, Vijayudu Gnanamkonda; Dwarakanath Siriguppi, Abhilash Ponnamp (2024) "Comprehending Determinants and Outcomes of Cultural Tourism to India: Foreign Tourist's Perspective Using S-O-R Theory" *Tourism: An International Interdisciplinary Journal*, Vol. 72 No. 3, 2024.
2. Dwarakanath Siriguppi, Chakravarthy Kaundinya, Santosh Kumar Alreddy (2023) Relationship between CSR and Stock Price: Systematic Literature Review and Bibliometric Analysis., *IUP Journal of Corporate Governance*, Vol 22, Issue No.4
3. Dwarakanath Siriguppi, (2022), "Understanding Consumers' Perception toward Select FMCG products", *International Journal of Public Sector Performance Management*, Vol 9, Issue 3, PP 248-257.
4. Dwarakanath Siriguppi, Vijayudu Gnanamkonda, Chakravarthy Kaundinya, (2020), "The Young Consumers Preferences for Buying Attributes: A Conjoint Analysis Approach", *Journal of Critical Reviews*, Vol 7, Issue 4, 2020, PP 3897-3910.
5. 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.
6. S. Dwarakanath, (2016), "Rural Marketing in India: Challenges and Opportunities," *IUP Journal of Marketing Mastermind*, August, 2016, Vol, 13, No.3, P35-41.
7. S. Dwarakanath, (2010), "Brand Positioning The Powerful Marketing Tool," *IPE Marketing Trends*, January-June, 2010, Vol 2, No. 1, P 61-72.