

Faculty Profile

Name: **Dr. Vijayudu Gnanamkonda**

Designation: Sr. Assistant Professor

Teaching Areas: Services Marketing
Advertising and Sales Promotion
Strategic Marketing Management
Business History

Research Interest: Entrepreneurship
Technology Adoption
Consumer Behaviour

Education: PhD, Sri Venkateswara University, Tirupati (Andhra Pradesh)
(2013)
MBA, Sri Venkateswara University, Tirupati (Andhra Pradesh)
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B. Com, Sri Venkateswara University, Tirupati (Andhra Pradesh)
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Research/Selected Publications:

1. Vijayudu Gnanamkonda. (2024). Mall Consumerism: Analysing Consumer Engagement. Scope, 14(4), 246-260.
2. Vijayudu Gnanamkonda & Debajani Sahoo. (2024). Assessing the Impact of the Pradhan Mantri Bhartiya Janaushadhi Pariyojana on Medicine Accessibility and Affordability in Telangana - India: Challenge. The Indian Economic Journal, 4-A, 217-225
3. Purna Prabhakar Nandamuri and Vijayudu Gnanamkonda. (2024). Personal Entrepreneurial Competencies, and the influence of Family Socioeconomic status, The Indian Economic Journal, 3-A-211-221
4. Gnanamkonda, V., & Krishnamurthy Naidu, S. (2024). Entrepreneurial attitude, and the influence of personal attributes of students in higher education. International Journal of Economic Perspectives, 18(1), 75-91.
5. Sahoo, D., Gnanamkonda, V., Siriguppi, D., & Ponnamp, A. (2024). Comprehending Determinants and Outcomes of Cultural Tourism to India: Foreign Tourist's Perspective Using SOR Theory. Tourism: An International Interdisciplinary Journal, 72(3), 301-313. <https://doi.org/10.37741/t.72.3.2>