

## Faculty Profile

Name: **Dr. Santosh Kumar Alreddy**  
Designation: Assistant Professor  
Teaching Areas: Business Strategy  
Sales and distribution Management  
Business Ethics  
Entrepreneurship in Action  
Research Interests: Consumer Behavior  
Retail Marketing  
Mobile apps and Technostress.  
Education: Ph.D. Central University of Karnataka, 2017  
MBA, Gulbarga University, 2004  
BSc, Gulbarga University, 2002



### Research/Selected Publications

1. Dwarakanath Siriguppi, Alreddy Santosh Kumar (2023), "Relationship between CSR and Stock Price: Systematic Literature Review and Bibliometric Analysis", the IUP Journal of Corporate Governance, (4) 64-87.
2. 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.
3. Santosh Kumar Alreddy (2019). Store Attribute factors inducing customer loyalty in the context of Apparel retailers, International Journal of recent technology and Engineering, 8(4), 4898-4902. ISSN NO 2277-3878.
4. Bose Sunny, Pradhan Sudeepta, S Dwarakanath and Alreddy Santosh Kumar. (2019). Customer-based place brand equity and investments: study of West Bengal, Place Branding and Public Diplomacy, 15(2), 67-77.