

## Faculty Profile

Name: **Sreejesh S**  
Designation: Research Scholar  
Teaching Areas: Business Research Methods, Marketing Research.  
PhD Thesis area: Brand Management (Consumer-Brand Relationships).  
Education: Ph.D. (Pursuing), IFHE, 2010  
M.Phil., Icfai University, Tripura, 2009  
MBA, Anna University, Chennai, 2008  
MA (Economics), Kerala University, Kerala, 2006



### Professional Experience (2 years)

Since 2010: IFHE, IBS Hyderabad

### Research/Selected Publications

1. Sreejesh, S., "Consumers' Evaluation of Co-brand Extensions: The Effects of Concept Congruity on Evaluation of Co-branded Product, Analyzing the Moderating Role of Task Involvement," *International Management Review*, (8:1), 2012, pp 21-31.
2. Sreejesh, S., "Consumers' Evaluation of Brand Extensions: An Application of Multiple-group Causal Models in Assessing Cross Product Category Measurement Equivalence," *Southern Business Review*, (36:2), 2012, pp 1-24.
3. Sreejesh, S., "Antecedents and Consequences of Employee Loyalty towards the Organization: Empirical Evidence from Indian Software Industry," *International Journal of Management Studies*, (18:2), 2011, pp 1-22.
4. Sreejesh, S., "Inter-Linkages between Commodity Markets and Capital Markets during the Global Financial Crisis," *Economics, Management, and Financial Markets*, (6:3), 2011, pp 66-85.