

Faculty Profile

Name: **Dr. Vijayudu Gnanamkonda**
Designation: Asst. Professor
Teaching Areas: Marketing
Research Interest: Branding, Rural marketing, Consumer Behaviour & Services Marketing
Education: B.Com (Sri Venkateswara University)
MBA (Sri Venkateswara University)
Ph.D - Rural Consumer Attitude on Branded Food



Professional Experience (12 Years)

1. IBS Hyderabad, Hyderabad, A.P. (Since 8th Feb 2013)
2. KKC Institute of PG Studies, Puttur, Chittoor District, A.P. (Aug 2009 to Jan 2013)
3. Kuppam Engineering College, Kuppam, Chittoor District, A.P. (Sep 2008 to Jul 2009)
4. Mother Teresa Institute of Management Studies, Palamaner, Chittoor District, A.P. (Jan 2006 to Aug 2008)
5. Velangini Institute of Technology, Bogaram, Hyderabad. (Jul 2004 to Jan 2006)
6. Worked as Junior Officer for Accounts and Sales with Ashapura Garments at Begumpet, Hyderabad

Research/Selected Publications:

1. Vijayudu G., Satya Prasad V.K., and Chakravarthy J.S.K., "Factors Influencing the Preferences of Consumers for Third Party Websites for Air Travel Booking," *International Journal of Marketing Financial Services & Management Research, Indian Research Journals*, (2:10), November, 2013 pp. 36-45.
2. Vijayudu G., and Amarnath B., "Distinguishing Attitudinal Behaviour of Rural Consumers towards Branded Packaged Food", *Journal of Empirical Research in Management*, (1:1), 2012, pp. 19-25.
3. Vijayudu G., and Amarnath B., "Rural Consumers' Attitude towards Branded Packaged Food Products", *Asia-Pacific Journal of Social Sciences*, (3:1), Jan-Jun 2011, pp. 147-159.
4. Vijayudu G., and Amarnath B., "Brand Awareness in Rural Area – a Case Study in Fast Moving Consumer Goods in Chittoor District of Andhra Pradesh", *Asia-Pacific Journal of Social Sciences*, (1:2), Jul-Dec 2009, pp. 230-240.
5. Vijayudu G., and Amarnath B., "The Impact and Implication of Promotion Mix of Fast Moving Consumer Goods (FMCG) on Consumers", *NIMS Journal of Management Research, Hindustan Group of Institutions* (forth coming issue in Jan 013).