

Faculty Profile

Name: **Dr. Keerthi Police**
Designation: Assistant Professor
Teaching Areas: Business Strategy
Advertising and Sales Promotion
Governance & Ethics
Marketing Management
Research Interests: Sustainable Consumption
Agri Marketing
Technology Adoption



Education: PhD, ICFAI Business School, IFHE, Hyderabad, Telangana (2023)
MBA (Agri Business Management), Professor Jayashankar Telangana State Agricultural University, Telangana (2017)
B.Sc. (Hons.) Horticulture, Dr. YSR Horticultural University, Telangana (2015)

Research/Selected Publications

1. Keerthi, P., Gautam, V., & Khurana, V. (2024). Examining Customers' Continued Intention to Reuse Mobile Food Ordering Apps: A Study Using Integrated DOI-SDT Model. *IUP Journal of Marketing Management*, 23(3).
2. Police, K., Gautam, V., Chandakavate, S., & Dwesar, R. (2024). Modeling determinants of farmers' purchase behavior: A case of chemical pesticides. *Environment, Development and Sustainability*, 26(4), 9217-9245.
3. Keerthi, P., & Gautam, V. (2021). Factors Driving the Adoption of Mobile Phones in the Agriculture Sector: A Literature Review. *IUP Journal of Marketing Management*, 20(4).