

Faculty Profile

Name: **Dr. Jatoth Sai Kiran**
Designation: Assistant Professor
Teaching Areas: Marketing Management
Consumer Behavior
Research Interests: Neuromarketing
Consumer Buying Behaviour
Marketing Analytics
Sustainable Consumer Behaviour
Education: PhD, Banaras Hindu University, Varanasi (2024)
MBA, University of Hyderabad, Hyderabad (2019)
B.Com. (E-Commerce), Nizam College, Osmania
University, Hyderabad (2017)



Research / Selected Publications:

1. Singh, A, Prabhakar, R, & Kiran, J. S. (2022), Emotional Intelligence: A Literature Review of Its Concept, Models, and Measures, *Journal of Positive School Psychology*, 6(10), (2254-2275).
2. Aishwarya Ashesh Pandey, Rajkiran P, and J Sai Kiran (2022), A Study of role of human performance in safety of aviation Industry, *Manager-The British Journal of Administrative Management*, 58(1) (19-27).
3. Kiran, J. S., & Prabhakar, R. (2021), Neuromarketing in consumer decision making process: developments and directions for future research, *Empirical Economics Letters*, 20(2) (88-93).
4. Kiran, J.S. Kalpana, R. and Prabhakar, R. (2021), Agri-Business: A Ray of Hope to Indian Economy Amid Covid-19 Crises, *AJOMC* 7 (2) (36-44).
5. Kiran, J. S., & Prabhakar, R. (2020), Neuromarketing Insights and Shortcomings, *Sambodhi Journal* 43 (4) (5-9).