

Faculty Profile

Name: Rajashekhar Reddy P
Designation: Assistant Professor
Teaching Areas: Marketing Management
Sales and Distribution Management
Services Marketing
International Business
Retail Management
Research Interest: Consumer Behavior
Social Media Marketing
Green Marketing
Education: Ph.D. (Thesis Submitted),
Lovely Professional University, 2022
TS-SET, (Management), 2018
MBA, Kakatiya University, 2009
B.Sc. Kakatiya University, 2006



Research Papers:

1. Reddy, P. R., Pandey, M. K., & Gulati, S. (2022). A study on effect of eWOM information on purchase intention for electric vehicles. *International Journal of Health Sciences*, 6(S8), 3056–3068. <https://doi.org/10.53730/ijhs.v6nS8.12767>.
2. Reddy, P. R., Pandey, M. K., & Gulati, S. (2022). Impact of Ewom Information Via Social Media Influencers In Indian Retail Business Sector: A Qualitative Study. *Journal of the Oriental Institute*, ISSN: 0030-5324, UGC CARE LIST NO. 135, Vol. 71, Issue. 02, No.13, 2022, pp. 71-90
3. Reddy, P. R., Pandey, M. K., & Gulati, S. (2022). The Impact of C2c Electronic Word-Of-Mouth on Consumers' Purchase Intention In Social Networking Sites. *Journal of the Asiatic Society of Mumbai*, ISSN: 0972-0766, Vol. XCV, No.16 2022.