



Retailing: An Art to Persuade Consumer Behaviour Through Promotional Strategies

Molly Chaturvedi, Kishore Babu

HIGHLIGHTS OF THE ARTICLE

- CONSUMER BEHAVIOURS TOWARDS PROMOTIONAL STRATEGIES AT RETAIL STORE
- DIFFERENT VARIABLES LIKE AMBIENCE, CONVENIENCE, PRICING, SALES PROMOTION, STAFF SUPPORT AND THEIR IMPACT ON CUSTOMER SATISFACTION
- DIFFERENT AGE GROUP, INCOME GROUP, OCCUPATIONAL GROUP TAKEN INTO THE STUDY
- STUDY IS UNDERTAKEN IN THE URBAN PART OF HYDERABAD CITY

Abstract: Retail industry in India has risen as the most encouraging with quickest developing businesses, in ongoing time. Globally it is the fifth largest destination in retail space. The consistently changing way of life of the buyers has contributed hugely to the development of this industry. It makes and produces enormous work openings, and have contributed to the GDP of the economy. In the present competitive circumstance where firms are getting by on edges and spending enormous sum on the investigation of shoppers fulfillment and devotion, this exploration paper is a little exertion to comprehend the key drivers that are in charge of retail outlets decision, and its impact on the customer satisfaction. The objective of this article is to understand and analyze the consumer behavior towards retailing in special reference with promotional strategies adopted by the select retail store. This paper aims at determining the variables which plays a significant role in the customer satisfaction for this study primary data is collected in the urban part of Hyderabad city, the target group was individuals with different income, education, occupational and age groups. Data was collected through structured questionnaire.

Keywords: Retail, Customer Satisfaction, Promotional strategies, competitive industry, Consumer Behavior.

I. INTRODUCTION

The origin of the "retail" word comes in the French language as "retailer" that means to cut a piece off" or "to break bulk". In other words, it shows a first hand-transaction with the customer, Retail sector is the fastest growing sector providing employment to 40 million Indians and contributing enormously (14-15%) in the growth of the economy. It's forecasted by experts that Industrial approximation of this sector (of retail) of India is predicted to touch US\$3,600 billion by 2020 from US\$ 1,824 billion in 2017, with the structured sector projected to report for 22 per cent, positive from the currently hovering figure of four per cent.

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* Correspondence Author

Molly Chaturvedi*, Management department, K.L. University, Vijayawada, India. Email: chaturvedi.molly@gmail.org

Dr. M. Kishore Babu, Director, International Relations, KL University, Vijayawada, Andhra Pradesh, India. Email: kishore@kluniversity.in

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Moreover, systematized segment in retail, have been in limelight of international organizations, displaying keen concentration in penetrating the Indian peninsular. In our country, the format of Modern-Retail is seen in diverse models, unique to any other country with variety of proportions big and small.

Modern retail have given choice to the consumers to select from their wide portfolio product and services of their personal choice. Therefore, it's imperative that they (retailers) obtain little more detailed and thoughtful insight of the end-user. It keeps the sellers up-to-date and acquainted around customers on varied areas, for instance, their Social and Economic standing, Psychological and demographical status.

Ramanathan and Hari (2008) together have predicted that the prospective size of the number of large sized national/international group stores, shall be higher in number. India as a "bazaar" has many forms of vendors/retailers currently; between them the smaller Vendors-retailers are greater in numbers. From the Houses of media and word-of-mouth publicity have been probably one of the most trusted source of information of the middle-class family's of India. Only pounding with commercials and advt.'s, they may not achieve to maintain their respective market-share. Having ones-own product/services recognizable in the bazar, organizations might look at intensifying and growing the patron base in a gradual method. Parrish(2010) has deduced how they (retailers) make use of personal label to distinguish their products/services to achieve aggressive gain. In a way, a very tactical approach, has a very improved revenues along with upsurge in the market stake.

The Book on 'Retailing: Environment and Operations', by Thompson Publication Newman Andrew, Peter Cullen explains retailing as group of activity, that products/services to end-user and they do this by systematize accessibility on reasonably big levels and providing them to the customers on moderately smaller range. According to authors, the responsive retailer recognizes the importance of additional services for the customer.. Dick and Divert (2003) point's-out the increase in patrons behaviour, measured as an indispensable approach of promotion, that has been recognized by most of the researcher's. Hence it's rather significant to make sure that there is an thoughtful reference of all the components of customer benefit to recognize brand-loyalties and inclination. End user's choice in the direction of a specific variety or seller might be related to finding out detailed influences with relevance to customer nature and behavioral aspects.



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Kotta Thomas (1992) in his learning's inspected the impact of extraneous aspects akin to cost/price, repute and promotion with multi item evaluation. The results indicated that these influence buyer price, worth sensitivity and intention to purchase. Doyle (2002) directed the study on role of product/services collection, product/service worth, product presentation/performance and ability of product/services to bear its functions as important aspects in product purchasing.

Lang & Crown (1993) in their opinion many factors, like cost-price, visual superiority are major deliberations when purchasing decision for apparels are taken. Criterion that had been establish to influence the assessment and purchasing choice of cloths comprise of Cost-price, care necessities, brand awareness, merchandise styling, colors, shop representations, and publicity. Inherent clues are product characteristics that can not be distorted or maneuvered. Product characteristics that are not constituent part's of the material product but that are practically by the producers and/ or retailers are extraneous aspects. Gupta C.P., Mitali Chaturvedi (2007) summarized by quoting "Indian Retail Industry has become the second largest employer after agriculture. It's observed that the difference in the standard-of-living of the urban and sub-urban customers is shrinking by in due course of time.

A major apprehensions of the vendors in retail segment, is the convenience of appropriate place for trade in our country. The accessibility of primary place would certainly facilitate the retailers to carry improved worthy products/services to the customers, consequential in increased operational efficiency and steady decline in this new arena will present new job's, higher remuneration's, improved living condition, world superior products/services, a unique store-shopping experience and increased social behavior and great business opportunities to a global trade ".Lal, R., Matutes, C (1994) has considered the estimating cost and promotional tactics of sellers. Most writers infer that generally to lure an uninformed but coherent customers makes a choice to purchase a merchandise, companies promote the cost usually at lower price to draw interest of the customers to the outlet and earn margins from various other products, than that customers chooses to purchase at the outlet.

Kahn, (1999) opined that "A central issue in the management of retail operations is configuring and pricing the product assortment offered within each category and across locations".

Inman, Shankar, and Ferraro (2004) analyzed that certain kinds of products category have a "signature" relationship with unambiguous sources, example:, super-markets with foodstuff, drug channel with medication and health related product's, and mass commodities.

Farquhar and Herr (1993) examined and discovered that a popular brand is observe as excellence of a products categories that can be solid to extended beyond the types.

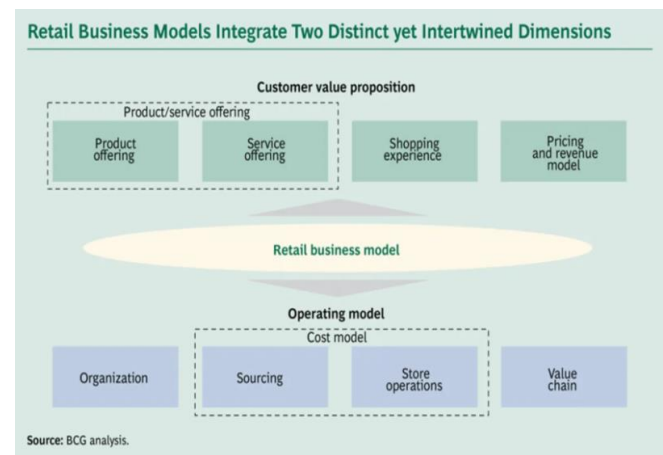
Ahluwalia and Gurhan-Canli (2000),Gurhan-Canli and Maheswaran (1998) , Keller and Aaker (1992) establish that if the seller attempt's to put up for sale a fresh line of product or offers innovative services that's unsuccessful to establish connect with customers, there may be slightly longer term impairments as up till the launched line isn't

robustly connected to the retailers signature category or its own.

Verma Amit opined 'Category Management-Merchandise buzz in Retail Operations', the article presents a literature survey on the concept of category management in retail operations based on the exposition various categories management has growing ranks as an outcome of active fluctuations in customers view point, along with growing business-competition. This aids and ensures improved merchandise planning on the retail-store racks so that it can rise cost-effectiveness and meet customer requirements. We have managed to categorize different categories of competition related benefit within the trade business which is largely built on (1) value presentation and quality, Outlet ambiance and service (2) suitability and convenience (3) Cost effectiveness or price. However, they concluded that price and quality are independent factors that can be mutually achieved without any trade off between them. Thompson (2007) had explored and studied the space pleasantness of the selling space by itself.

Big retailers are trying to make their operations carbon neutral using a number of different strategies like applying green energy sources for lightning, cooling/heating, and operational purposes. Nielsen, (2005) presents the fact that Academic and commercial interest in store brands has been increasing in recent years .Janiszewski, Chris and Mrcus, Cunha (2018)examined in the Journal reveals the impact of promotional strategies on customers and emphasizes it maintains long term relationship with the customers.

II. MODEL OF RETAIL BUSINESS



The value proposition is the differentiating offer the company makes to its customers.

- The produce or deal, that include the length and extent of collection, a private labeled option, and quality delivered.
- Overall purchaser's shopping gratification, that include the arrangement of the outlet along with the planning and positioning of products.
- The costing and income models, that include the cost analysis (just as high-low or day-to-day lower price range) and value adds, like no cost transportation and delivery



- Operational model that provides a worthy propositions, by allowing the retailer-stores to justify their promise to their end users.

It also has incorporated the cost model (procuring and outlet operation's), the value-chain-structure (extent of incorporation with providers and their logistical requirements ,as an example), and the administrative procedures.

- Quite a few supervisors' time and resource, are guided towards fixing 1 or 2 essentials of this business-model.

A commercial model established in this method, stays evolving with variations in any upcoming situations, and their worth remains to be in line with the requirements of customers. The vendor ideally should control occasions that the working model delivers to generate distinguishing attributes in its worthy scheme of thing.

III. RESEARCH METHODOLOGY

Primary and secondary data are used for this study. However, primary data is used extensively for analysis. The sources of Primary data is collected using a structured questionnaire and personal Interview from the 4 select retail stores (Big Bazaar, Food Bazaar) at Abids and Banjara Hills ,Hyderabad. The information is directly collected from customers of different age, gender, income ,education ,occupational groups .Secondary data is collected from research articles, journals, websites and subject related book. Convenient sampling methodology was implemented bearing in mind the ease of use and affordability of respondent's for the reason of data collection effort's.

STATISTICAL TECHNIQUES IMPLEMENTED

- ▶ Factor Analysis
- ▶ Reliability Test
- ▶ Regression Analysis
- ▶ ANOVA
- ▶ Chi Square

VARIABLES UNDER THE STUDY

- ❖ Sales Promotion
- ❖ Ambience
- ❖ Convenience
- ❖ Staff Support
- ❖ Customer Satisfaction

DEMOGRAPHIC ATTRIBUTES OF CONSUMERS:

The Local and demographic description of the below presented sample data reveal typical factor's

No	Particulars	No.Of Respondent s	Percentage s
I	A G E		
	18 to 25 years	48	16
	26 to 35 years	68	22
	36 to 45 years	112	38
	46 to 55	52	17

	56 and Above	18	7
	Total	298	100.0
II	GENDER		
	Male	164	55
	Female	134	45
	Total	298	100.0
III	MARITAL STATUS		
	Married	185	62
	Un Married	113	38
	Total	298	100
I V	QUALIFICATION		
	School	35	12
	Diploma	58	19
	Degree	152	52
	PG	53	17
	Total	298	100.0
V	OCCUPATION		
	Government	68	23
	Private	176	59
	Self employed	54	18
	Total	298	100.0
VI	INCOME		
	Below 15,000	34	12
	15,000 - 25,000	43	14
	25,001 - 35,000	59	20
	Above 35,000	162	54
	Total	298	100.0

Sources: Primary Data

DISTINGUISHED ATTRIBUTES OF THE SAMPLE SURVEY ARE MENTIONED BELOW:-

- Age of the sample consumers was 22% were between 26 years to 35 years ,38% respondents were between 36 years to 45 years old.
- The considered population reveals that 55% of the respondents were male and 45% were female. It signifies that male and female both played significant role
- The selected sample marital status were shows 62% of the respondents were married and 38% of the respondents are unmarried.
- Educational qualifications of the customers are as follows, 52% of the respondents were graduates and 17% of the respondents were Post graduate



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5. The respondents occupational details are as follows, 59% of the respondents were private sectors employees, 18% of the respondents were entrepreneurs and self employed and 23% of the respondents were government employee.
6. The customer's monthly earnings shows that 12 % were less than Rs. 15,000, 14% were between Rs. 15,001 to 25,000 and 54% of the respondents were earning their annual income above Rs.35,000.

TO DETERMINE THE IMPACT OF VARIABLES ON THE CUSTOMER SATISFACTION ANOVA TEST

		Sum of Squares	Df	Mean Square	F	Sig.
F1 Convenience	Between Groups	8.756	2	4.378	2.933	.034
	Within Groups	1383.529	295	4.690		
	Total	1392.285	297			
F2 Ambience	Between Groups	11.769	2	5.885	2.915	.022
	Within Groups	1897.372	295	6.432		
	Total	1909.141	297			
F3 Sales Promotion	Between Groups	5.463	2	2.732	3.718	.028
	Within Groups	1122.053	295	3.804		
	Total	1127.517	297			
F4 Price	Between Groups	1.734	2	.867	3.231	.035
	Within Groups	1109.166	295	3.760		
	Total	1110.899	297			
F5 Staff Support	Between Groups	.755	2	.377	3.091	.013
	Within Groups	1219.326	295	4.133		
	Total	1220.081	297			

HYPOTHESIS FORMULATED

Ho1:- There is no correlation between Age and Customer Satisfaction towards the product and services

Ha1:- There is a correlation between Age and Customer Satisfaction towards the product and services

Ho2:- There is no correlation between Gender and Customer Satisfaction towards the product and services

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Ho3:- There is no correlation between Income and Customer Satisfaction towards the product and services

Ha3:- There is a correlation between Income and Customer Satisfaction towards the product and services

Ho4:- There is no correlation between Occupation and Customer Satisfaction towards the product and services

Ha4:- There is a correlation between Occupation and Customer Satisfaction towards the product and services

Ho5:- There is no correlation between Educational Qualification and Customer Satisfaction towards the product and services

Ha5:- There is a correlation between Educational Qualification and Customer Satisfaction towards the product and services

FACTOR ANALYSIS

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.792
Bartlett's Test of Sphericity	Approx. Chi-Square	992.206
	Df	28
	Sig.	.000

TO ASCERTAIN THE RELATIONSHIP BETWEEN DEPENDENT AND INDEPENDENT VARIABLES

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.707a	.643	.513	0.381	
. Predictors: (Constant), V13.9 Free samples, V13.8 Contests and sweepstakes, V13.4 Buy-one-get-one-free, V13.6 Coupons, V13.2 Discounts, V13.5 Money back offer, V13.1 Premiums, V13.7 Price-offs, V13.3 Banded packs					
ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	24.689	9	3.743	3.439	.021b
	Residual	549.097	288	2.907		
	Total	573.785	297			
a. Dependent Variable: V12 Customer satisfaction						
b. Predictors: (Constant), V13.9 Free samples, V13.8 Contests and sweepstakes, V13.4 Buy-one-get-one-free, V13.6 Coupons, V13.2 Discounts, V13.5 Money back offer, V13.1 Premiums, V13.7 Price-offs, V13.3 Banded packs						

❖ TO EVALUATE WHICH VARIABLE PLAYS A SIGNIFICANT ROLE IN ENHANCING THE CUSTOMER SATISFACTION

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.683	.847		3.167	.002
	V13.1 Premiums	4.086	.100	4.050	4.866	.000
	V13.2 Discounts	2.020	.100	2.011	3.197	.014
	V13.3 Banded packs	3.070	.074	3.056	3.945	.006

V13.4 Buy-one-get-one-free	2.091	.072	2.073	2.855	.011
V13.5 Money back offer	1.081	.073	1.065	2.914	.016
V13.6 Coupons	1.079	.073	1.063	2.979	.032
V13.7 Price-offs	1.084	.070	1.070	2.897	.031
V13.8 Contests and sweepstakes	.785	.057	.736	1.620	.036
V13.9 Free samples	1.126	.057	1.131	2.223	.027

a. Dependent Variable: V12 Customer satisfaction

REGRESSION

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 ^a	.624	.508	.385

a. Predictors: (Constant), F5 Staff Support, F2 Ambience, F1 Convenience, F3 Sales Promotion, F4 Price

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Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.881	.612		6.342	.000
	F1 Convenience	1.040	.037	1.062	4.058	.001
	F2 Ambience	1.049	.032	1.089	3.954	.025
	F3 Sales Promotion	2.040	.041	1.056	2.960	.036
	F4 Price	1.037	.042	1.052	2.884	.038
	F5 Staff Support	.661	.040	.789	2.534	.046

a. Dependent Variable: V12 Customer satisfaction

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.881	.612		6.342	.000
	F1 Convenience	1.040	.037	1.062	4.058	.001
	F2 Ambience	1.049	.032	1.089	3.954	.025
	F3 Sales Promotion	2.040	.041	1.056	2.960	.036
	F4 Price	1.037	.042	1.052	2.884	.038
	F5 Staff Support	.661	.040	.789	2.534	.046

a. Dependent Variable: V12 Customer satisfaction

IV. RESULT AND DISCUSSION

Sales promotional plays the most significant part in any marketing activity, its the backbone of retailing or retail market. Sales promotion can be categorised as Advertising, Sales Promotion, Direct Marketing, Personal Selling and Public Relations commonly known as Integrated Marketing communication which needs to be used as judiciously for attracting the attention of the targeted customers and retaining the existing customers in the retail market. In the study different statistical tools were used to evaluate the impact of retail promotional strategies on the customer.

The test which is used in order to ascertain the suitability of the data is The Kaiser-Meyer-Olkin (KMO) and Bartlett's Test. KMO value was 0.792 exceeding the recommended value of 0.70 which can be considered as adequate (Kaiser and Rice, 1974) while Bartlett's Test of sphericity reached statistical significance (Approx. chi-square 992.206, df 28 and Sig .000) which signifies the data is good for conducting factor analysis. the KMO statistic and Bartlett's test of sphericity, indicate an appropriate factor analysis model.

According to Sekaran and Bougie (2010) the most popular test of inter-item consistency reliability is Cronbach's alpha coefficient. Hence, Cronbach alpha test is employed in this study to measure internal consistency of the instrument and its value is more than 0.7 in the present study. Different variables were categorised into different component.(Convenience,Ambience,Pricing,Sales Promotion and staff support) .

Reliability test was conducted after formation of components and each component reliability was checked and its value is more than 0..Total cumulative variance is 63.29%. Premiums ,Special discounts are significant tools in seeking the attention of the customers towards the retail stores.

Regression analysis was conducted to ascertain the relationship between dependent and independent variable ,where value is 0.03 which is lesser than 0.5 and null hypothesis was rejected that there is a relationship between sales promotion tools and customer satisfaction.

Analysis of Variance (ANOVA) which helps to find out the survey results where significant values were less than 0.05 and null hypothesis was rejected ,different groups like age,gender,income and occupation were taken into consideration.

V. CONCLUSION AND MANGERIAL IMPLICATIONS

From the above outcomes we can comprehend that sales promotional retail strategies plays a pivotal role in retaining and maintaining customer satisfaction. Age, education and monthly income of the respondents have noteworthy effect on their discernment towards limited time exercises in retail outlet. Different promotional strategies if used according to customer needs and desires can bring a positive outcome for the retail store .Retailers have to progressively work towards the creative way of attracting customer attention.

LIMITATIONS AND SCOPE FOR FURTHER RESEARCH

This research is restricted to the some places of the urban part of Hyderabad and studies few variables related to the consumer behaviour in context with retail strategies

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AUTHOR'S PROFILE



Mrs. Molly Chaturvedi is pursuing PhD from K L University ,Vijayawada ,completed her masters (MBA) and Bachelor degree (BBA)with marketing as specialization in first division from the Bhopal University. She has qualified APTS -SET in the year 2014 conducted by the Osmania University .She has also acquired the "O" level certificate from the DOEACC society. She has 9 years of teaching experience in handling Marketing ,General

Management papers of PG and UG courses .Her major achievements includes being in charge of NAAC Research Criteria (National Accreditation Assessment Council) from her college ,conducted various Guest lectures, Case studies ,Panel Discussions, Field visits,PG & UG course structure and syllabus revisions,organised Management Development Programme(MDP), Faculty development Programme (FDP),Faculty workshops, in her college . She has authored 17 research papers till date in different National and International conferences and Journals.

Some of her prominent research article includes :-

- ❖ Paper Published on 'A study of online shopping behavior in retail sector' ISSN 2277-3789, IMPACT FACTOR POWER BY I2OR: 3.010 I2OR, JIF(Bi-annual) in The Journal of global management outlook on Feb 1, 2018.
- ❖ Paper published on 'A Study on Challenges and Opportunities of Rural Marketing' in International Journal of current Research, IMPACT FACTOR-7.086, Volume 9 Issue 11,Page no.61682-61686 on Nov 2017.
- ❖ Paper published on 'A Conceptual Study on Recent Trends, Challenges and Opportunities in E- Marketing': In Special Reference with 7 Up Case Study at 2nd International Conference on "Global Opportunities & Challenges in Commerce "(ICGOCC -2018) in Collaboration with International Skill Development Corporation for International Journal of Engineering Technology Science and Research IJETS, ISSN 2394 – 3386, Nov 2017

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Dr. M. Kishore Babu has 23 years of experience in both Academics & Industry. He truly believes in teamwork and academic leadership. He served as Head and Principal of the prestigious KLU Business School from 2013 to 2018. Now discharging as Director, International Relations, K. L. University. He got his Ph. D from Acharya Nagarjuna University, M. Phil in 2001 from Andhra University.

He published 7 books and Guided 4 M. Phil. Scholars and 4 Ph.D. scholars were awarded under his guidance. He has published 72 papers in various reputed international & national journals: Had organized 92 work-shops independently as a resource person for Corporates, Non-profit organizations, Software Industry, NABARD, and Voluntary organizations, National Banks, RYLA and APSRTC. Have visited many countries to expand K L University horizons globally. He established linkages with 73 universities including Stanford, Harvard universities, to promote academic excellence and global exchange programs. Under his leadership K L Business School ranked 46th among all Business Schools in India including IIMs, IITs, and NITs as per NIRF rankings of MHRD, Govt. of India. He is instrumental in establishing many collaborations with Industries and Universities. His area of expertise is Marketing, Brand Management, and Sales.