

## **Dr Siva Koti Reddy**

**Topic : Factors contributing to the success / failures or advantage of MIS – India & other countries**

Dr. Siva Koti Reddy is presently working as Assistant Professor – MBA Department, Vignan University Guntur District. He has completed Ph.D from KL University, Vijayawada, MBA from CJJ PG College, Guntur.

He worked as Assistant Professor, KLU Business School, K. L. University, Marketing Manager, Sakthi Finance Ltd, Vijayawada.

His areas of Specialization are Marketing Management; Human Resource Management, Consumer Behaviour; Advertising & Sales Promotion; Consumer Emotional Intelligence; Supply Chain Management in food & grocery Retailing, Training and Development.

Dr. Siva Koti Reddy Involved in conducting empirical research in the areas of Retail management, Marketing, and publishing original research papers since June 2011. Guided 500 students for Summer Internship and 275 students for Management Thesis since 2009.