

Faculty Profile

Name: Dr. JSK Chakravarthi

Designation: Associate Professor

Teaching Areas: Sales and Distribution Management
Strategic Marketing Management
Services Marketing
Marketing Management

Research Interests: Online shopping & Online travel
Sales & Distribution Management

Education: Ph.D. JNT University, Hyderabad, 2015
MBA, Sri Krishna Devaraya University, Anantapur,
1998



Research/Selected Publication:

1. Dr. Dwarakanath Siriguppi, Dr. Vijayudu Gnanamkonda, Dr. Chakravarthi Koundinya (2020), The Young Consumers Preferences for Buying Attributes: A Conjoint Analysis Approach, Journal of Critical Reviews Vol 7, Issue 04, 3897-3910. (Scopus)
2. Vijayudu Gnanamkonda, Chakravarthi Koundinya, Chethana G Krishna (2019), ICT in Rural School Education: Impacting on Children Cognition, International Journal of Innovative Technology and Exploring Engineering, Volume-8 Issue-12, 1697-1703. (Scopus)
3. Chakravarthi Koundinya (2019), Predicting Online Travel Adoption Intention of an Indian Consumer: A SEM-Neural Network Approach, Theoretical Economics Letters, 2019, 9, 358-382. (ABDC- B)
4. Gnanamkonda, Vijayudu, Chakravarthi Koundinya, and Purna P. Nandamuri. 2019. Executive Garment Rental Service — A Study on Consumers' Preferences, Theoretical Economics Letters, 9(2). 327-335. DOI: 10.4236/tel.2019.92024 (ABDC- B)
5. Chakravarthi Koundinya (2017), Online Shopping Behavior: Demographics Influence on Online Travel. Indian Journal of Marketing, 47(6), 7-21. (Scopus)