

Faculty Profile

Name: **Anitha Acharya**
Designation: Associate Professor
Teaching Areas: Marketing Management
Research Interest: Branding
Consumer Behavior
Services Marketing
Education: Ph.D, IFHE Hyderabad, 2017
PGDBA, ICFAI University, Hyderabad, 2001
B. Com, Malleshwaram Ladies Association, Bangalore University, 1996



Research/Selected Publications

1. Anitha Acharya, "Competency assessment: methods used in private sector companies", *Academy of Marketing Studies Journal*, 28(4). ABDC – B
2. Amar Raju G, Souvik Roy, Dennis Joseph and Anitha Acharya, "The Effect of Humorous Webcare on Brand Trust", *Northern Economic Review*, 15(1) 63-80. ABDC -C
3. Bhimavarapu, Mohanty, Acharya, and Gupta Acharya, A., Gupta, M, "Interactive app-based services: recovery evaluations and the mediating role of satisfaction in the relationship between customer-brand engagement and electronic word of mouth", *Australasian Journal of Information Systems*, ABDC A (November 2021) Vol, 25 pp 1-20
4. PK Mohanty, R Bhimavarapu, A Acharya, M Gupta, "Co-Recovery and e-WoM: intervening roles of recovery speed and customer-brand engagement in food delivery app services", *Journal of Strategic Marketing*, ABDC A (3rd September 2022) pp. 1-17