

Faculty Profile

Name: **Dr. Nishchala Sripathi**
Designation: Assistant Professor
Teaching Areas: Marketing Management
Sales & Distribution Management
Entrepreneurship Development
Research Interests: Consumer Behaviour
Health Information Systems
Healthcare Management
AI in Marketing
Education: PhD, University of Hyderabad, Hyderabad.
PGDBM, Institute of Public Enterprise, Hyderabad.
Bachelor of Computer Applications (BCA), Osmania
University, Hyderabad



Research/Selected Publications

1. Nishchala Sripathi, R. K. D., Surya Neeragatti. (2023). The Influence of Health Consciousness, Nutritional Labelling, and Subjective Norms on Consumer Purchase Intentions of Healthy Packaged Foods. *Academy of Marketing Studies Journal*, 27(5), 1-13.
2. Neeragatti, S., Dehury, R. K., & Sripathi, N. (2023). Determinants of Digital Health Information Search (DHIS) Behaviour: Extending UTAUT with healthcare behaviour constructs:-2nd International Healthcare Management Conference 2022: Navigating the New Normal with Focus on Healthcare Accessibility, Innovation and Sustainability. *Asia Pacific Journal of Health Management*, 18(1).
3. Sripathi, N., Mohapatra, J., Dehury, P., Neeragatti, S., Behera, S., & Dehury, R. K. (2023). The function of mid-day Meal Scheme: A critical analysis of existing policies and procedures in Rayagada District of Odisha (India). *The International Journal of Community and Social Development*, 5(1), 97-118.
4. Dehury, R. K., Dehury, P., Sripathi, N., Acharyulu, G., Behera, M. R., & Neeragatti, S. (2023). Health sector development in India: An account from Bhole Committee 1946 to National Health Policy 2017. *Journal of Development Policy and Practice*, 8(2), 209-242.
5. Dehury, R. K., SRIPATHI, N., ACHARYULU, G., MOHAPATRA, J., & NARAYANA, S. (2020). Role of Health Financing in Provision of Health Care and Universal Health Coverage in India. *Journal of Clinical & Diagnostic Research*, 14(8).
6. Rani, T. S., & Sripathi, N. (2017). Online shopping purchase patterns with special reference to demographic and informational influence. *International Journal of Social Sciences and Management*, 4(1), 38-43.