

Faculty Profile

Name: Dr. Amar Raju G
Designation: Assistant Professor
Teaching Areas: Services Marketing
Research Interests: Services
Webcare
Education: Ph.D., IFHE, IBS Hyderabad, 2017
MBA, Biju Patnaik University, 2010



Research/Selected Publication:

1. Amar Raju (2019), "Can Reviewer Reputation and Webcare Content Affect Perceived Fairness?". *Journal of Research in Interactive Marketing*, 13(4), 464-476. (ABDC -B)
2. Amar Raju, Souvik Roy and Santanu Mandal, (2018), "Determinants of Website Usability: Empirical Evidence from Tourism Sector in India" *Global Business Review*, 19(6), 1640-1662. (ABDC -C)
3. Tathagata, G., & Amar, R. G. (2018). Gulping the Poison: How Webcare Attributes Reduce Damages to Brands Caused by Negative Reviews. *Journal of Internet Commerce*, 17(3), 216-254. (ABDC- B)
4. Roy, Souvik, Amar Raju, and Santanu Mandal. (2017) "An Empirical Investigation on E-retailer Agility, Customer Satisfaction, Commitment and Loyalty," *Business: Theory and Practice*, 18, (2017): 97.
5. Amar Raju and Dennis Joseph, (2017) "An Empirical Investigation into Online Review Diagnosticity," *International Journal of Business Information Systems*, 25(3), 319-335