

Faculty Profile

Name: Dr. Achyut Telang
Designation: Associate Professor
Teaching Areas: Advertising and Sales Promotion
Internet Marketing
Research Interests: Online Advertising
Education: Ph.D., IFHE, IBS Hyderabad, 2017
MBA, ICFAI University, IBS Mumbai, 2009



Research/Selected Publication:

1. Telang, A., Sahoo, D., Sreejesh, S., and Paul, J. (2021). The Effects of Context Congruence on Ad Persuasiveness in e-Magazines: It Serves My Motive, And I Distinguish the Advertisement. *Journal of Advertising Research*, 61(3), 303-317. (ABDC-A).
2. Sahoo, D., and Telang, A. (2019). Exploring the Value Dimensions and Their Impact on Customer Loyalty in Indian Banking Services. *Theoretical Economics Letters*, 9(6), 1938-1954. (ABDC-B).
3. Telang, A., Sahoo, D., and Sreejesh, S. (2017). The Effects of Ad-context Congruity on AD Persuasion: A Research Framework Exploring the Moderating Roles of Consumer Motives and Argument Strength. *The Marketing Review*, 17(2), 147-161. (ABDC-C).
4. Telang, A., and Deshpande, A. (2016). Keep Calm and Carry on: A Crisis Communication Study of Cadbury and McDonalds. *Management & Marketing*, 11, 1, 371-379 (SCOPUS).
5. Nanda, S., Telang, A., & Bhatt, G. (2012). Hospital Advertising: A Literature Review. *International Journal of Healthcare Management*, 5(1), 28-31. (SCOPUS).