

## Faculty Profile

Name:	<b>Dr K Rakesh</b>	Photo
Designation:	Assistant Professor	
Teaching Areas:	Journalism, Management, Political Science	
Research Interests:	Media Laws & Policy, Journalism Education, Media Management, Marketing strategies	
Education:	PhD, MBA, MCJ, MA (Pol.sci)	
<b>Professional Experience (____12_ Years Teaching) ; (____NIL_ Years Industry)</b>		
1.	Anish College of Commerce, Hyd	
2.		
3.		
<b>Selected Publications:</b>		
1.	Impact of Unethical advertisement on consumer buying behavior, published in International Journal of Innovative search science engineering and technology (IJIRSCT), e – ISSN 2319 – 8753 , p – ISSN 2347– 6710.	
2.	Exploring the impact of Social Media influencers on Millennial Purchasing Decisions, Published in Journal of Informatics education and research Journal, ABDC ‘C’ ISSN No 1526-4726	
3.	Evolving Mall culture and Mall preferences on shopping behavior of shoppers in India, Published in Academy of Marketing strategy Journal, ABDC ‘B’ ISSN No 1528-2678-29-5228	
4.	Chapter in SPRINGER Nature Link title “SUSTAINABLE SUPPLY CHAINS IN THE ZERO-CARBON ERA” Kumar, A.A., Suryadevara, R., Rakesh, K., Marri, V.S. (2025), World Sustainability Series. Springer, Cham. <a href="https://doi.org/10.1007/978-3-031-80220-1_6">HTTPS://DOI.ORG/10.1007/978-3-031-80220-1_6</a> , ISBN 978-3-031-80220-1	