


Faculty Profile

Name:	Dr K Rakesh	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)	
Professional Experience (___12_ Years Teaching) ; (___NIL_ Years Industry)		
1. Anish College of Commerce, Hyd		
2.		
3.		
Selected Publications:		
1. Impact of Unethical advertainment on consumer buying behavior, published in International Journal of Innovative search science engineering and technology (IJRSCT), 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. HTTPS://DOI.ORG/10.1007/978-3-031-80220-1_6 , ISBN 978-3-031-80220-1		