

Faculty Profile

Name: Dr. Anitha Acharya

Designation: Associate Professor

Teaching Areas: Marketing Management

Research Interests: Branding
Consumer Behavior
Services Marketing

Education: PhD, IFHE Hyderabad, 2017
PGDBA, ICFAI University, Hyderabad, 2001
B. Com, Malleshwaram Ladies Association,
Bangalore University, 1996



Research/Selected Publication:

1. Bhimavarapu, R., Mohanty, P. K., Acharya, A., & Gupta, M. (2021). Interactive App-based Services: Recovery Evaluations and the Mediating Role of Satisfaction in the Relationship between Customer-Brand Engagement and Electronic Word of Mouth. *Australasian Journal of Information Systems*, 25. [SCOPUS]
2. Acharya, A (2020). The Impact of Brand Familiarity, Customer Brand Engagement and Self-Identification on Word-of-mouth. *South Asian Journal of Business Studies*. [SCOPUS]
3. Gupta, M. & Acharya, A (2020). E-commerce Companies: Engaging the Stakeholders. *Journal of Electronic Commerce in Organizations*. [SCOPUS]
4. Acharya, A. & Gupta, M. (2020). Do Skills and Challenge affect Perceived Learning? Mediating Role of Engagement. *Journal of Electronic Commerce in Organizations*. [SCOPUS]
5. Gupta, M. & Acharya, A (2019). Answering Key Questions on Green Consumption: A Qualitative Study among Indian Youth. *International Journal of Nonprofit and Voluntary Sector Marketing*. [SCOPUS]