

## Faculty Profile

**Name:** Rhulia Nukhu  
**Designation:** Assistant Professor  
**Teaching Areas:** Entrepreneurship  
Marketing Management  
**Research interest:** Branding Destination  
Brand Experience  
Customer experience  
Sustainability



**Education:** Ph.D., University of Hyderabad, 2022  
MBA, Pondicherry University, 2015  
BBM (Marketing and HRM), St. Aloysius College (Autonomous), Mangalore, 2013  
PGDIM, St. Aloysius College (Autonomous), Mangalore, 2013  
Diploma in Labor Law, St. Aloysius College (Autonomous), Mangalore, 2011

### Research/Selected Publications:

1. Samala, N., Singh, S., **Nukhu, R.**, & Khetarpal, M. (2019). Investigating the role of participation and customer engagement with tourism brands (CETB) on social media. *Academy of Marketing Studies Journal*, 23(1), 1-16. **[ABDC-B]**
2. **Nukhu, R.**, & Singh, S. (2020). Branding dilemma: the case of branding Hyderabad city. *International Journal of Tourism Cities*, 6 (3), 545-564. **[ABDC-C]**
3. **Nukhu, R.** (2021). COVID-19 and Global Pandemic Recovery Strategies: A Bibliometric Analysis through Contemporary Literature. *Journal of Tourism*, 22(2), 41. **[UGC care list]**
4. **Nukhu, R.**, & Singh, S. (2020). Perceived Sustainability of seasonal employees on destination and work—a study in the tourism industry. In *Sustainable Human Resource Management* (pp. 213-225). Springer, Singapore.