

Faculty Profile

Name: Dr Challa Maruthy Subrahmanyam

Designation: Senior Assistant Professor

Teaching Areas: Information Technology

Business Analytics

Business Process Integration

Research Interest: Healthcare Information Technology

Marketing

Education: PhD.,MBA.,ADF.,BPharm(Hon's)



Research/Selected Publications:

1. Challa Maruthy Subrahmanyam, Dr Sarita Satpathy, Dr S. K Satpathy. (2022). Role of healthcare consumerism in public and private hospitals in India. *International Journal of Early Childhood Special Education* ISSN: 1308-5581 Volume 14 No 3 2022, 10519- 10531, DOI:10.9756/INT-JECSE/V14I3.1236
2. Challa Maruthy Subrahmanyam, Dr Sarita Satpathy, Dr S. K Satpathy. (2022). Machine learning approach on Indian healthcare consumer data. *International Journal of Early Childhood Special Education*. ISSN: 1308-5581 Vol 14, Issue 03 2022, 10512- 10518, DOI: 10.9756/INT-JECSE/V14I3.1235
3. Challa Maruthy Subrahmanyam, Dr Sarita Satpathy, Dr S. K Satpathy. (2021). Role of branding in Indian hospitals. *Journal of Contemporary Issues in Business and Government* Vol. 27, No. 2, 2021 <https://cibg.org.au/>. P-ISSN: 2204-1990; E-ISSN: 1323-6903 DOI: 10.47750/cibg.2021.27.02.223
4. Challa Maruthy Subrahmanyam, Dr Sarita Satpathy, Dr. S.K. Satpathy. (2020). Role of Information Technology (IT) in Indian Healthcare. *International Journal of Advanced Science and Technology*, 29(06), 6709 - 6716