

## Faculty Profile

Name: **Dr. JSK Chakravarthi**

Designation: Professor & Associate Dean – BBA Program

Teaching Areas: Marketing Management  
Sales & Distribution Management  
Strategic Marketing Management  
Services Marketing

Research Interests: Online shopping & Online travel  
Sales & Distribution Management

Education: Ph.D. JNT University, Hyderabad, 2015  
MBA, Sri Krishna Devaraya University, Anantapur, 1998  
B.Sc. Electronics, Sri Krishnadevaraya University, 1995



### Research / Selected Publications:

1. Siriguppi, D., Kaundinya, C., & Alreddy, S. K. (2023). Relationship between CSR and Stock Price: Systematic Literature Review and Bibliometric Analysis. *IUP Journal of Corporate Governance*, 22(4).
2. Siriguppi, D., Gnanamkonda, V., & Koundinya, C. (2020). The young consumers' preferences for buying attributes: A conjoint analysis approach. *Journal of critical reviews*, 7(4), 3897-3910.
3. Koundinya, C. (2019). Predicting online travel adoption intention of an Indian consumer: A SEM-neural network approach. *Theoretical Economics Letters*, 9(2), 348-375.
4. Chakravarthi Koundinya (2017), Online Shopping Behavior: Demographics Influence on Online Travel. *Indian Journal of Marketing*, 47(6), 7-21.
5. Nandamuri, P. P., Gnanamkonda, V., & Koundinya, C. (2019). Social Economics and Women Entrepreneurship-A Competency Approach. *Theoretical Economics Letters*, 9(5), 1235-1245.