

Faculty Profile

Name: **Dr. Amar Raju G**
Designation: Senior Assistant Professor
Teaching Areas: Marketing Management
Services Marketing
Strategic Marketing Management
Research Interest: Online Reputation Management
Influencer Marketing
Webcare
Education: Ph.D., IFHE, IBS Hyderabad, 2017
MBA, Biju Patnaik University, 2010
B.Sc., Sambalpur University, 2008



Research/Selected Publications

1. Acharya, A., Raju, A., & Girish, G. P. (2023, October). Impact of Artificial Intelligence on Compulsive Buyers. In International Conference on Intelligent Computing & Optimization (pp. 41-48). Cham: Springer Nature Switzerland.
2. Raju, A. (2019). Can reviewer reputation and webcare content affect perceived fairness?. Journal of Research in Interactive Marketing, 13(4), 464-476.
3. Amar Raju, G., Roy, S., & Mandal, S. (2018). Determinants of website usability: Empirical evidence from tourism sector in India. Global Business Review, 19(6), 1640-1662.
4. Tathagata, G., & Amar, R. G. (2018). Gulping the Poison: How Webcare Attributes Reduce Damages to Brands Caused by Negative. Journal of Internet Commerce 17(3)
5. Raju, G. A., Roy, S., & Mandal, S. (2018). An empirical inquiry into the antecedents and consequences of perceived e-retailer's resilience. International Journal of Services, Economics and Management, 9(3-4), 208-230.