

Faculty Profile

Name: **Dr. Achyut Telang**
Designation: Associate Professor
Teaching Areas: Integrated Marketing Communications
Services Marketing
Digital Marketing
Brand Management
PhD Thesis area: Online Advertising
Education: Ph.D., IFHE, IBS Hyderabad, 2017
MBA, ICFAI University, IBS Mumbai, 2009
B.E Mechanical, Gujarat University, CITC, 2006



Research/Selected Publications

1. Telang, A., Sahoo, D., Sreejesh, S., and Paul, J. (2021). The Effects of Context Congruence On Ad Persuasiveness in e-Magazines: It Serves My Motive, And I Distinguish the Advertisement. *Journal of Advertising Research*, 61(3), 303-317.
2. Sahoo, D., and Telang, A. (2019). Exploring the Value Dimensions and Their Impact on Customer Loyalty in Indian Banking Services. *Theoretical Economics Letters*, 9(6), 1938-1954.
3. Telang, A., Sahoo, D., and Sreejesh, S. (2017). The effects of ad-context congruity on ad persuasion: A research framework exploring the moderating roles of consumer motives and argument strength. *The Marketing Review*, 17(2), 147-161.
4. Telang, A., and Deshpande, A. (2016). Keep calm and Carry on: A Crisis Communication Study of Cadbury and McDonalds. *Management & Marketing*, 11, 1, 371-379
5. Nanda, S., Telang, A., & Bhatt, G. (2012). Hospital advertising: A literature review. *International Journal of Healthcare Management*, 5(1), 28-31.