

## Faculty Profile

Name: **Dr. Anitha Acharya**

Designation: Associate Professor

Teaching Areas: Marketing Management  
Sales & Distribution Management  
Brand Management

Research Interest: Branding  
Consumer Behavior  
Services Marketing

Education: Ph.D, IFHE Hyderabad, 2017  
PGDBA, ICFAI University, Hyderabad, 2001  
B. Com, Malleshwaram Ladies Association, Bangalore University, 1996



### Research/Selected Publications

1. Anitha Acharya, (2023) "Competency assessment: methods used in private sector companies", Academy of Marketing Studies Journal, 28(4).
2. Amar Raju G, Souvik Roy, Dennis Joseph and Anitha Acharya, (2024) "The Effect of Humorous Webcare on Brand Trust", Northern Economic Review, 15(1) 63-80.
3. Bhimavarapu, Mohanty, Acharya, and Gupta Acharya, A., Gupta, M, "Interactive app-based services: recovery evaluations and the mediating role of satisfaction in the relationship between customer-brand engagement and electronic word of mouth", Australasian Journal of Information Systems, (November 2021) Vol, 25 pp 1-20
4. PK Mohanty, R Bhimavarapu, A Acharya, M Gupta, "Co-Recovery and e-WoM: intervening roles of recovery speed and customer-brand engagement in food delivery app services", Journal of Strategic Marketing, (3rd September 2022) pp. 1-17