

Faculty Profile

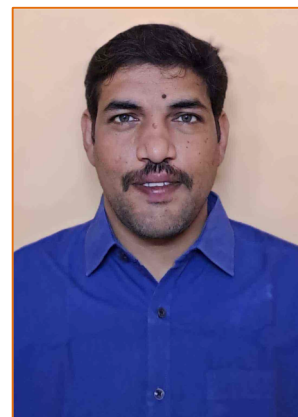
Name: **Dr. Radhakrishna Bhimavarapu**

Designation: Associate Professor

Teaching Areas: Marketing Management
Retail Management
Services Marketing
Sales and Distribution Management

Research Interest: Co-creation behaviour
Service Recovery
Customer Brand Engagement
Ethical Branding

Education: PhD, IFHE, Hyderabad (Telangana) (2018)
MBA, Pondicherry University (2008)
B.A (EPE) Acharya Nagarjuna University (2006)



Research/Selected Publications

1. Mohanty, P. K., Bhimavarapu, R., Acharya, A., & Gupta, M. (2022). Co-Recovery and e-WoM: intervening roles of recovery speed and customer-brand engagement in food delivery app services. *Journal of Strategic Marketing*, 32(7), 930-946. (ABDC-A)
2. Bhimavarapu, R., Mohanty, P. K., Acharya, A., & Gupta, M. (2021). 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*, 25. (ABDC-A)
3. Debajani Sahoo, Vijayalakshmi S, Radhakrishna B (2020) What Motivates Women Senior Citizens Staying in Old Age Homes? Recent Evidence from an Emerging Economy. *Journal of Rural Development*, 39(4). (Scopus)
4. Radhakrishna B., Debajani Sahoo, and Syeda Maheesha "Repositioning Maggi in India"- Case Published with ICMR- January 2019.
5. Radhakrishna B (2018); "Customer Value Co-creation Behavior as a Determinant of Service Loyalty: Evidence from Banking Services", *Asian Journal of Management*. 9(2), pp-909-14.