

## Faculty Profile

Name: **Anitha Acharya**  
Designation: Assistant Professor  
Teaching Areas: Marketing 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



### Academic Experience

1. July 2017 – Present: Assistant Professor at IBS Hyderabad
2. June 2013-June 2017: Research Scholar, IFHE, Hyderabad, India

### Other Professional Experience (15 Years)

3. 2013- 2017: IFHE, IBS Hyderabad as Research Scholar
4. 2010-2012: Business Head, Global Placements, Bangalore.
5. 2007-2008: Branch Manager, HDFC Standard Life Insurance Company Limited, Bangalore.
6. 2002-2007: Manager - Priority Circle, ICICI Prudential Life Insurance Company Limited, Bangalore.
7. 2001-2002: Management Trainee, IFFCO-Tokyo General Insurance Company Ltd, Bangalore.
8. 1996-1998: Article Clerk, KPMG, Bangalore.

### Research/Selected Publications

1. Ponnampalani, A., Acharya, A., Mitra, A., Pratyush, B (2017). Deterrents to wine consumption in the emerging market of India: A qualitative study. International Food Research Journal. [SCOPUS]
2. Acharya, A., Gupta, M. (2016). An Application of Brand Personality to Green Consumers: A Thematic Analysis. The Qualitative Report, 21(8), upcoming. [SCOPUS, Thomson Reuters] [Nova University, USA]
3. Acharya, A., Gupta, M. (2016). Self-Image Enhancement through Branded Accessories among Youths: A Phenomenological Study in India. The Qualitative Report, 21(7), upcoming. [SCOPUS, Thomson Reuters] [Nova University, USA]
4. Gupta, M., Acharya, A., & Gupta, R. (2015). Impact of Work Engagement on Performance in Indian Higher Education System. Review of European Studies, 7(3), 192-201. [SCOPUS] [Canadian Center for Social Science, Canada]
5. Girish, G. P., Sashikala, P., Supra, Bharath and Acharya, Anitha. "Renewable Energy Certificate Trading through Power Exchanges in India", International Journal of Energy Economics and Policy, Vol. 5, No. 3, (July 2015), pages 805-808. (SCOPUS and ABDC Indexed Journal)