

## Faculty Profile

Name: **JSK Chakravarthi**  
Designation: Associate Professor  
Teaching Areas: Sales and Distribution Management  
Strategic Marketing Management  
Services Marketing  
Marketing Management  
Research Interests: Online shopping & Online travel  
Sales & Distribution Management  
Education: Ph.D. JNT University, Hyderabad, 2015  
MBA, Sri Krishna Devaraya University, Anantapur, 1998



### Professional Experience

#### Industry Experience – (3.5 years)

Worked with M/s Dabur India Limited as Senior Sales Officer during Aug '98 - Nov '01.

#### Academic Experience - (15 Years)

1. Worked as Associate Professor with M/s Dhruva College of Management, Hyderabad during Dec '02-May '12.
2. Worked as Assistant Professor with IBS Hyderabad, IFHE University, Hyderabad during July '12–Sep '15.
3. Working as Associate Professor with IBS Hyderabad, IFHE University, Hyderabad during Oct '16 – till date.

#### Research / Selected Publications:

1. Chakravarthi JSK. (2014), "Evaluating factors influencing consumer satisfaction towards online purchase of train tickets," *South Asian Academic Research Journals*, 4, 5, 51-65.
2. Satyaprasad,VK., Chakravarthi,JSK., and Vijayudu,G.(2013), "Factors influencing the preferences of consumers for third party websites for Air travel booking," *International Journal of Marketing*, 2, 11, 36-45.
3. Chakravarthi, JSK., and Venugopal, KS. (2012), "Comparing Traditional and Online Travel Services – a Concept Note," *The IUP Journal of Business Strategy*. 9, 1, 45-58.
4. Chakravarthi JSK. (2012), "Travel Service Distribution in India - in Transition?" *International Journal of Research in Computer Application & Management*, 2, 7, 127-130.