

National Institute of Technology, Tiruchirappalli: Performa for CV of Faculty/ Staff Members

Curriculum Vitae

Brief Profile: 1-2 paragraphs (not exceeding 500 words)



Dr. Rajesh Ittamalla is a faculty in the Department of Management Studies, NIT Trichy. He holds a Ph.D. from the University of Hyderabad. He is also an awardee of the Senior Research Fellowship from the University Grants Commission of India. He has six years of teaching experience in Business Management. His areas of interest include Customer Experience Management, Customer Engagement, Travel and Tourism, Consumer Behavior, Retail Management, Marketing Research, and Data Analysis.

Dr. Rajesh has published on various topics in leading marketing journals, indexing SCOPUS, SSCI, ABDC, and ABS, including Journal of retailing and consumer services, Services Industries Journal, Health Policy, and Technology, Journal of Hospitality and Tourism Administration, etc. His research has been extensively supported and appreciated by eminent scholars such as Jagdish Seth (CRM guru) and Joseph Pine (pioneer of Experience Economy).

Dr. Rajesh also shares his knowledge with industry and academia through management consultations, projects, and guest lectures. He delivers guest lectures in IITs, NITs, and Central and State Universities to faculty and Ph.D. scholars on various topics such as Research Methodology, Scale Development Process, Data Analysis Techniques using SPSS and Amos, etc. Scientific Paper Writing and Publication, etc.

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Committee Member			
PhD Admission Committee Member	Department of Management Studies	Jan 2021	Present

10. Academic/Administrative Responsibilities outside the University

Position	Institution	From	To

11. Awards, Associateships etc.

Year of Award	Name of the Award	Awarding Organization

12. Fellowships

Year of Award	Name of the Fellowship	Awarding Organization	From (Month/Year)	To (Month/Year)
UGC-JRF	UGC-JRF	UGC	July 2014	June 2016
UGC-SRF	UGC-SRF	UGC	July 2016	March 2019

13. Details of Academic Work

(i) Curriculum Development:

Subject Name	UG/PG
Research Methodology	PG
Experience Marketing	PG
Sales Management	PG

(ii) Courses taught at Postgraduate and Undergraduate levels

Subject Name	UG/PG
Sales Management	PG
Customer Relationship Management	PG
Sales Management	PG
Research Methodology	PG
Retail Management	PG
Consumer Behavior	PG
Marketing Management	UG
Management concepts and Practices	UG

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(iii) Projects guided at Postgraduate level

Title of the Project	Year	Pg/UG
Impact of Content Curation on SERP Rankings	2021	PG
Strategy Planning for Furniture Retail Startup	2021	PG
Portfolio Management & Equity Research at Fincrx Technologies	2021	PG
Equity Research: Technical Analysis and its impact on stock price	2021	PG
Supply chain Expansion & Planning Strategies of Outlook Publishing India Pvt Ltd	2021	PG
Fundamental Statement Analysis of I.T.C. Limited	2021	PG
A Study on Customer Buying Behavior Towards the Purchase Of Online Grocery Products During Covid19 Through Big Basket In Maharashtra	2021	PG
An assessment of service quality, customer satisfaction and customer loyalty in life insurance sectors of India	2020	PG
Digital Marketing for an Apparel startup and Market Research on Impact of Celebrity Endorsements on Customer Buying Behavior	2020	PG
Association of demographic and socioeconomic variables with health insurance purchase status	2020	PG

(iv) Other contribution(s)

14. Details of Major R&D Projects

Title of Project	Funding Agency	Duration		Status
		From	To	Ongoing/ Completed

15. Number of PhDs guided/ongoing

Name of the PhD Scholar	Title of PhD Thesis	Role (Supervisor/ Co-Supervisor)	Year of Award	Awarded/ ongoing
Mr. Praveen	Examining the Users' perceptions towards contract tracing apps	Supervisor		Ongoing

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16. Participation in Workshops/ Symposia/ Conferences/ Colloquia /Seminars/ Schools etc. (mentioning the role)

Date (s)	Title of Activity	Level of Event (International/ National/ Local)	Role (Participant/ Speaker/ Chairperson, Paper presenter, Any other)	Event Organized by	Venue
Feb 2022	Doctoral consortium	International	Chairperson	Woxsen University	Hyderabad
Jan 2021	BMA Conference	National	Chairperson	DOMS, NIT Trichy	Trichy
June 2021	PhD proposals evaluation	NA	External reviewer	KL University	Vijayawada
August 2020	Projects Evaluation	NA	External reviewer	BIMS	Trichy

17. Workshops/ Symposia/ Conferences/ Colloquia/Seminars Organized (as Chairman/ Organizing Secretary/ Convenor / Co-Convenor)

Title of Activity	Level of Event (International/ National/ Local)	Date (s)	Role	Venue

18. Invited Talks delivered

Topic	Date	Inviting Organization
Marketing Strategies for new product development	July 2022	VIT University
A lecture on “Scale Development Process”	May 2022	University of Hyderabad
Art of writing a scientific research paper	March 2022	CARE Business School
Interview Methods in data collection	September 2021	MS University
Qualitative Data collection methods	August 2021	University of Hyderabad
Professional Development Skills	July 2021	GATE
Scale Development in Research	September 2020	University of Hyderabad
Exploratory Factor Analysis in Research	August 2020	Prof. Jayashankar Telangana Agriculture University

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19. Membership of Learned Societies

Type of Membership (Ordinary Member/ Honorary Member / Life Member)	Organization	Membership No. with date

20. Academic Foreign Visits

Country	Duration of Visit	Programme

21. Publications

(A) Refereed Research Journals:

Author(s)	Title of Paper	Journal	Volume (No.)	Page numbers	Year	Impact Factor of the Journal (Optional)
Ittamalla, R., & Kumar, D. V. S.	Determinants of holistic passenger experience in public transportation: Scale development and validation.	Journal of Retailing and Consumer Services			2021	8.1
Praveen, S. V., & Ittamalla, R.	Analyzing Indian citizen's perspective towards government using wearable sensors to tackle COVID-19 crisis—A text analytics study	Health Policy and Technology	10		2021	5.2
Ittamalla, R., & Srinivas	Role of service experience on vivid memory	International Journal of Hospitality &	22	190-2012	2021	4.1 Cite score

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Kumar, D. V	and loyalty	Tourism Administration				
Praveen, S. V., & Ittamalla, R.	Analyzing general public's perception on posttraumatic stress disorder and COVID-19: a machine learning study	Journal of Loss and Trauma			2021	1.7
Praveen, S. V., & Ittamalla, R.	An analysis of attitude of general public toward COVID-19 crises–sentimental analysis and a topic modeling study.	Information Discovery and Delivery			2021	3.1 Cite score
Praveen, S. V., & Ittamalla, R.	Analyzing the attitude of Indian citizens towards COVID-19 vaccine–A text analytics study.	Diabetes & Metabolic Syndrome	15		2021	10 Cite score
Praveen, S. V., & Ittamalla, R.	Analyzing Indian general public's perspective on anxiety, stress and trauma during Covid-19- a machine learning study of 840,000 tweets.	Diabetes & Metabolic Syndrome	15		2021	10 Cite score
Praveen, S. V., & Ittamalla, R.	What concerns Indian general public on second wave of COVID-19? A report on social media opinions	Diabetes & Metabolic Syndrome	15		2021	10 Cite score
Praveen, S. V., & Ittamalla, R.	General public's attitude toward governments implementing digital contact tracing to curb	International Journal of Pervasive Computing and Communications.			2020	2.8 Cite score

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	COVID-19—a study based on natural language processing.					
Ittamalla, R., & Kumar, D. V. S.	An empirical investigation of the impact of service experience on emotions, satisfaction and loyalty for theme park visitors.	International Journal of Business Excellence. Indexing			2020	
Praveen, S. V., & Ittamalla, R.	Challenges in successful implementation of Digital contact tracing to curb COVID-19 from global citizen’s perspective: A text analysis study	International Journal of Pervasive Computing and Communications			2020	2.8 Cite score
Praveen, S. V., & Ittamalla, R.	Psychological issues covid-19 survivors face—a text analysis study.	Journal of Loss and Trauma			2020	1.7
Praveen, S. V., & Ittamalla, R.	How optimistic do citizens feel about digital contact tracing? – Perspectives from developing countries.	International Journal of Pervasive Computing and Communications			2020	2.8 Cite score
Praveen, S. V., & Ittamalla, R.	Analyzing the attitude of Indian citizens towards COVID-19 vaccine—A text analytics study	Diabetes & Metabolic Syndrome			2020	10 Cite score
Ittamalla, R., & Kunamneni, V. S.	Service Experience on Customer Emotions and Loyalty	SCMS Journal of Indian Management			2019	

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Ittamalla, R., & Srinivas Kumar, D. V	The impact of social cues on passengers' travel experience.	The Service Industries Journal			2018	7
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(B) Conferences/Workshops/Symposia Proceedings

Author(s)	Title of Abstract/ Paper	Title of the Proceedings	Page numbers	Conference Theme	Venue	Year
Ittamalla, R., & Srinivas Kumar, D. V	Total Passenger Experience: Examining the Effects of Passenger Experience on Satisfaction and Loyalty in Indian South-Central Railways	excellence in research and education		7th international conference on excellence in research and education (CERE)	IIM Indore	2016
Ittamalla, R., & Srinivas Kumar, D. V	Exploring the Relationship between Social Interactions and Servicescapes	International seminar on management perspectives on globalization, technology & innovations			University of Madras	2016
Ittamalla, R., & Srinivas Kumar, D. V	Travel Experience: A holistic approach to understand railway passengers' satisfaction and loyalty	9th Doctoral thesis conference		9th Doctoral thesis conference	IBS Hyderabad	2017
Ittamalla, R., & Srinivas Kumar, D.	Determinants of customer experience: a review in	changing paradigms in marketing of services		International conference on changing paradigms in	University of Hyderabad.	2018

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V	online purchase context			marketing of services		
Ittamalla, R., & Srinivas Kumar, D. V	Examining the Role of Service Clues in Creating Experiential Value	Marketing of services challenges in the era of globalization		Marketing of services challenges in the era of globalization	Mahathma Gandhi University	2018
Praveen, S. V., & Ittamalla, R.	Post Covid-19 Attitude of Consumers Towards Processed Food—a Study Based on Natural Language Processing	Intelligent Systems Design and Applications		In International Conference on Intelligent Systems Design and Applications	Springer	2020

(C) Books & Monographs

Author(s)	Title of Book/Monograph	Name of Publishers	Year of Publication	ISSN/ISBN Number