

Faculty Profile

Name: **JSK Chakravarthi**
Designation: Assistant Professor
Teaching Areas: Services Marketing
Customer Relations Management
Sales and Distribution Management
Research Interests: Online shopping & Online travel
Distribution Management
Education: Ph.D.(pursuing), JNT University, Hyderabad, 2012
MBA, Sri Krishna Devaraya University, Anantapur, 1998



Professional Experience (14 Years)

1. Since 2012: IFHE, IBS Hyderabad
2. 2002-2012: Dhruva College of Management, Hyderabad

Research / Selected Publications:

1. Chakravarthi, JSK., and Venugopal., "Comparison of Traditional and Online Travel Channels," *IUP Journal of Business Strategy*, (9:1), 2012, pp 54-60.
2. Chakravarthi, JSK., "Online Travel Distribution in India – In Transition?," *International journal of Research in Computer Application and Management*, (2:7), 2012, pp 130-133.