

Name of Faculty Dr. Jyothi Chepur
 Designation Assistant Professor
 Nature of Job/Appointment Regular
 Date of joining 15 - 02- 2023
 E-mail jyothichepur_sms@cbit.ac.in



Education Qualifications	Name of the Degree	Class
Ph. D.	Doctor of Philosophy (Management) from University of Hyderabad	Awarded
PG	M.B.A	First Class
UG	B.Sc.	Distinction

Work Experience

Teaching	4.6 Years
Research	4.5 years
Industry	--
Others	--

Area of Specialization

Services Management & Business Analytics

Awards Received

1. Awarded ICSSR (Indian Council of Social Science Research) Doctoral Fellowship for the year 2016-2017.
2. Awarded Lectureship in the subject of Management Studies by SET TS& AP in 2014.
3. Awarded Lectureship in the subject of Management Studies by UGC- NET in 2012.
4. Awarded Certificate of Excellence for being Topper in MBA during the academic year 2010-2012.
5. State level Kho-Kho player, got 2nd place (Runner team) and received merit certificate by School Games Federation of Andhra Pradesh in 2005

Courses Handled at Under Graduate / Post Graduate Level.

Industrial Management, Strategic Management, Operations and Maintenance, Retail Management, Programming for Analytics, Business Analytics

No. of Papers Published

National Journals – 0 International Journals – 03

Details of Short-Term Training Programs / Faculty Development programs

National Conference – 0 International Conference – 04

1. Trained in Applied Business Analytics from Indian School of Business (ISB) Hyderabad (from September 2021-January 2022)
2. Participated in six days Faculty Development Program on “Developing Psychometric Measures”, conducted by School of Management Studies, IIT Madras from September 07th to 12th, 2016. (AICTE Sponsored Short Term Training Program)
3. Participated in four days National Workshop on “Quantitative Research Methodology” conducted from November 11th -14th, 2016 at Tata Institute of Social Sciences (TISS), Mumbai.
4. Participated in three days Workshop on “Advanced Data Analysis Using Smart PLS” conducted from November 17th - 19th, 2016 at Institute of Management Technology (IMT), Hyderabad.
5. Participated in two-day workshop on “Case Teaching” organized by Institute of Management Technology, Hyderabad from October 06-07, 2017.
6. Participated in two days Doctoral workshop organized by NASMEI (North American Society for Marketing Education in

India) held at Great Lakes Institute of Management, Chennai, India from 19-21 December 2017.

7. Participated in Faculty Development Programme on “Effective Research and Project Funding” organized by St. Martin’s Institute of Business Management on January 20th, 2018.

International/National Journals

1. Chepur, J., & Bellamkonda, R. S. (2022). The role of customer experience in the formation of customer engagement in the retail banking industry: mediation and moderation analysis. *International Journal of Electronic Customer Relationship Management*, 13(4), 357-387. (Scopus Indexed)
2. Jyothi. C., Raja Shekhar. B. (2019). Examining the Conceptualizations of Customer Experience as a Construct. *Journal of Academy of Marketing Studies*, Vol-23, Issue-1, Print ISSN: 1095-6298; Online ISSN: 1528-2678. (ABDC listed ‘B’ category)
3. Jyothi. Chepur (2018). “Rural India: Scope for Digital Strategies”, *International Journal of Advanced in Management, Technology and Engineering Sciences*, Vol-8, Issue IV, ISSN: 2249-7455 (UGC Listed)

International / National Conferences

1. Presented a paper on “Examining the Definitions and Conceptualizations of a Customer Experience as a Construct” 10thNASMEI International Marketing Conference, Organized by Great Lakes Institute of Management, December 23-24, 2016, Chennai.
2. Presented a paper on “Examining the Relationship between Customer Experience and Customer Engagement” 2nd International Marketing Conference on “Customer Engagement & Experience-Issues, Reflections & Future Strategies” organized by ICFAI Business School, April 14-15, 2017, Mumbai.
3. Presented a paper on “Formation of Customer Engagement: A Conceptual Framework” in the International Conference on Marketing Challenges in Emerging Markets (MCEM 2017) held at Institute of Management Technology (IMT), Hyderabad, December 8_9, 2017, Hyderabad.
1. 4. Presented a paper on “Service Quality and Attitudinal Loyalty: A Moderated Mediation Model of Customer Satisfaction and Customer Trust” at the 11th NASMEI Conference held at Great Lakes Institute of Management, Chennai, India on December 22-23, 2017.

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