

Dr. Rajesh Ittamalla

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Dr. Rajesh Ittamalla is an Assistant Professor in the Department of Entrepreneurship and Management at the Indian Institute of Technology Hyderabad (IITH). Prior to joining IIT Hyderabad, Rajesh was an Assistant Professor in the Department of Management Studies, NIT Trichy since 2020. He holds a Ph.D. from the University of Hyderabad in the area of Customer Experience Management. He is also an awardee of the Junior Research Fellowship (JRF) from the University Grants Commission of India. His research interest includes Customer Experience Management, Consumer Behaviour, Travel and Tourism and Market Research. 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. He also shares his knowledge with industry and academia through consultations, projects, and guest lectures.

Academic Background

- **Ph.D.:** School of Management Studies; University of Hyderabad.
 - Thesis: Determinants of Passenger Travel experience: A study in the context of Indian Railways
- **MBA:** Osmania University, Hyderabad.

Professional experience:

- Assistant Professor, Department of Entrepreneurship and Management, Indian Institute of Technology Hyderabad (IITH), from 2022.
- Assistant Professor, Department of Management Studies, NIT Trichy, from 2020 to 2022.
- Assistant Professor, School of Business, Woxsen University, from 2019-2020.

Awards/Fellowships:

- UGC-JRF: Junior Research Fellowship from the University Grants Commission of India.

Research Publications:

- **Ittamalla, R.,** & Kumar, D. V. S. (2021). Determinants of holistic passenger experience in public transportation: Scale development and validation. *Journal of Retailing and Consumer Services*, 61, 102564. Indexing: ABDC (A), IF:10.97.
- **Ittamalla, R.,** & Srinivas Kumar, D. V. (2019). The impact of social cues on passengers' travel experience. *The Service Industries Journal*, 1-20. Indexing: ABDC (B), IF:9.40.
- Praveen, S. V., & **Ittamalla, R.** (2021). Analyzing Indian citizen's perspective towards government using wearable sensors to tackle COVID-19 crisis—A text analytics study. *Health Policy and Technology*, 10(2), 100521. ABDC (B), IF:5.21.
- Sv, P., **Ittamalla, R.,** & Balakrishnan, J. (2021). Analyzing general public's perception on posttraumatic stress disorder and COVID-19: a machine learning study. *Journal of Loss and Trauma*, 1-3. Indexing: SCI, IF:4.77.
- **Ittamalla, R.,** & Srinivas Kumar, D. V. (2020). Role of service experience on vivid memory and loyalty. *International Journal of Hospitality & Tourism Administration*. Indexing: ABDC (B), CS:5.5.
- SV, P., & Ittamalla, R. (2020). Psychological issues covid-19 survivors face—a text analysis study. *Journal of Loss and Trauma*, 1-3. Indexing: SCI, IF:4.77.
- Praveen, S. V., & **Ittamalla, R.** (2020). General public's attitude toward governments implementing digital contact tracing to curb COVID-19—a study based on natural language processing. *International Journal of Pervasive Computing and Communications*. Indexing: Web of Science and Scopus.
- Praveen, S. V., & **Ittamalla, R.** (2021). An analysis of attitude of general public toward COVID-19 crises—sentimental analysis and a topic modeling study. *Information Discovery and Delivery*. Indexing: Web of Science and Scopus.
- **Ittamalla, R.,** & Srinivas Kumar, D. V. (2020). An empirical investigation of the impact of service experience on emotions, satisfaction and loyalty for theme park visitors. *International Journal of Business Excellence*. Indexing: ABDC (C).
- **Ittamalla, R.,** & Kunamneni, V. S. (2019). Service Experience on Customer Emotions and Loyalty. *SCMS Journal of Indian Management*, 16(4), 54-65. Indexing: ABDC (C).

- Praveen, S. V., **Ittamalla, R.**, & Deepak, G. (2021). Analyzing the attitude of Indian citizens towards COVID-19 vaccine—A text analytics study. *Diabetes & Metabolic Syndrome: Clinical Research & Reviews*, 15(2), 595-599. Indexing: Web of Science and Scopus.
- Praveen, S. V., **Ittamalla, R.**, & Deepak, G. (2021). 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: Clinical Research & Reviews*, 15(3), 667-671. Indexing: Web of Science and Scopus.
- Sv, P., Lathabhavan, R., & **Ittamalla, R.** (2021). What concerns Indian general public on second wave of COVID-19? A report on social media opinions. *Diabetes & metabolic syndrome*, 15(3), 829. Indexing: Web of Science and Scopus.
- Praveen, S. V., **Ittamalla, R.**, & Subramanian, D. (2020). 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*. Indexing: Web of Science and Scopus.
- Praveen, S. V., **Ittamalla, R.**, & Subramanian, D. (2020). How optimistic do citizens feel about digital contact tracing? –Perspectives from developing countries. *International Journal of Pervasive Computing and Communications*. Indexing: Web of Science and Scopus.
- Praveen, S. V., & **Ittamalla, R.** (2020, December). Post Covid-19 Attitude of Consumers Towards Processed Food—a Study Based on Natural Language Processing. *In International Conference on Intelligent Systems Design and Applications* (pp. 863-868). Springer, Cham. Indexing: Web of Science and Scopus.
- Sv, P., **Ittamalla, R.**, & Deepak, G. Analyzing the attitude of Indian citizens towards COVID-19 vaccine—A text analytics study. *Diabetes & Metabolic Syndrome*. Indexing: Web of Science and Scopus.

Invited talks/session chair

- Chaired a session on Market Research in International conference at NIT Trichy.
- Delivered a lecture on 'Scale Development Process' in UGC-HRD faculty refresher course at University of Hyderabad.
- PhD Doctoral Committee External Reviewer for KL University.
- Conducted a one-day workshop on 'Marketing Strategies for engineers' at VIT University.
- International conference Marketing session chair at Woxsen University, Hyderabad.

- Delivered a lecture on Research Methodology in ‘Faculty Development Program (FDP)’ at Prof. Jayashankar Telangana Agriculture University.
- Delivered a lecture in ‘Capacity Building Program for social science teachers’ at M.S. University, Tamil Nadu.
- Delivered a lecture in Seminar on ‘Art of Publishing in Scientific Journals’ CARE school of Business

Teaching and Research Interests:

- Customer Experience Management
- Consumer Behaviour
- Travel and Tourism
- Market Research for entrepreneurs
- New Product Development and Strategies for engineers
- Marketing strategies for engineers
- CRM

Reviewer Assignments:

- Tourism Management
- Journal of Retailing and Consumer Behaviour
- Annals of Tourism
- Service Industries Journal
- Journal of Hospitality and Management
- Industrial Management
- Journal of Modelling in Management
- Health Technology and Policy

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