

## Dr. Jyothi Chepur

Name of Faculty	Dr. Jyothi Chepur
Designation	Assistant Professor
Nature of Job/Appointment	Regular
Date of Joining	24-07-2024
E-mail	Jyothi.chepur@gmail.com



Education Qualifications	Name of the Degree	University	Class
Ph. D	Doctor of Philosophy	University of Hyderabad (Hyderabad Central University)	Awarded
PG	MBA	Osmania University	First class
UG	B.Sc.	Osmania University	First with Distinction

Work Experience	
Teaching	6 Years
Research	4.5 years
Industry	-
Others	-

Area of Specialization	Marketing & Analytics
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Professional Membership	American Management Association (ID 4069737)
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Responsibilities Held at Institutional Level	1. CGC (Career Guidance Cell) Coordinator 2. NAAC Criteria-5 member 3. House Parent of BBA II year
Responsibilities Held at department Level	1. Head of the Department

<b>Courses Handled at Under Graduate/ Post Graduate Level.</b>	<b>BBA:</b> <ol style="list-style-type: none"> <li>1. Employee Relations</li> <li>2. Management Science</li> <li>3. Organizational Behavior</li> <li>4. Performance Appraisal &amp; Counseling</li> <li>5. Human Resources Management</li> <li>6. Business Economics</li> </ol>
<b>Awards/honors Received</b>	<ol style="list-style-type: none"> <li>1. Received “Young Women Researcher Award” from Venus International Foundation, Chennai, in the year 2024 for research contributions in the field of Management</li> <li>2. Received “Leading Educationist of India Award” and “Rising women of India Award” from Friendship Forum of India, New Delhi, in the year 2024 for academic excellence.</li> <li>3. Awarded ICSSR (Indian Council of Social Science Research) Doctoral Fellowship for the year 2016-2017</li> <li>4. Awarded Lectureship in the subject of Management Studies by SETTS&amp; AP in 2014.</li> <li>5. Awarded Lectureship in the subject of Management Studies by UGC-NET in 2012.</li> <li>6. Awarded Certificate of Excellence for being Topper in MBA during the academic year 2010-2012.</li> <li>7. State level Kho-Kho player, got 2<sup>nd</sup> place (Runner team) and received merit certificate by School Games Federation of Andhra Pradesh in 2005</li> </ol>

<b>No. of Publications</b>	National Journals– 0	International Journals – 05
	National Conference–0	International Conference– 05

<b>Publication Details (Scopus/SCI/ Web of Science)</b>	<ol style="list-style-type: none"> <li>1. Deepak, G., Sharma, P., Jayachitra, S., Chepur, J., Srihari, T., &amp; Judgi, T. (2024). Privacy-Preserving Deep Learning Approaches for Effective Utilization of Wearable Health Data. <i>Measurement: Sensors</i>, 101238. <b>(Scopus Indexed)</b></li> <li>2. Mohanapriya, D., Chepur, J., Hirolikar, D. S., Sundareswari, K., Pokkuluri, K. S., &amp; Subbulakshmi, R. (2024). Investigation of Medication Reviews and the Identification of Adverse Drug Reactions using Machine Learning Algorithms. <i>Measurement: Sensors</i>, 101240. <b>(Scopus Indexed)</b></li> <li>3. Chepur, J., &amp; Bellamkonda, R. S. (2022). The role of customer experience in the formation of customer engagement in the retail banking industry: mediation and moderation analysis. <i>International Journal of Electronic Customer Relationship Management</i>, 13(4), 357-387. <b>(Scopus Indexed)</b></li> <li>4. Jyothi. C., Raja Shekhar. B. (2019). Examining the Conceptualizations of Customer Experience as a Construct. <i>Journal of Academy of Marketing Studies</i>, Vol-23, Issue-1, Print ISSN: 1095-6298; Online ISSN: 1528-2678. <b>(ABDC listed ‘B’ category)</b></li> <li>5. Jyothi. Chepur (2018). “Rural India: Scope for Digital Strategies”, <i>International Journal of Advanced in Management, Technology and Engineering Sciences</i>, Vol-8, Issue IV, ISSN: 2249-7455 <b>(UGC Listed)</b></li> </ol>
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<b>Projects Carried out</b>	30 (Guided MBA Students' Projects)
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<b>Patents</b>	1. AI Based System for Marketing Data Analysis (Application under process- waiting for technical examination)
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<b>No. of Books/Chapter Published with details</b>	Published a book titled "Artificial Intelligence Principles and Applications" in 2023, ISBN 978-93-5757-717-5, Scientific International Publishing House.
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<b>Workshops/FDP/Webinars attended/ organized:</b>	<ol style="list-style-type: none"> <li>1. Trained in Applied Business Analytics by Indian School of Business (ISB) Hyderabad (from September 2021-January 2022)</li> <li>2. Participated in six days Faculty Development Program on "Developing Psychometric Measures", conducted by School of Management Studies, IIT Madras from September 07<sup>th</sup> to 12<sup>th</sup>, 2016. (AICTE Sponsored Short Term Training Program)</li> <li>3. Participated in four days National Workshop on "Quantitative Research Methodology" conducted from November 11<sup>th</sup> -14<sup>th</sup>, 2016 at Tata Institute of Social Sciences (TISS), Mumbai.</li> <li>4. Participated in three days Workshop on "Advanced Data Analysis Using Smart PLS" conducted from November 17<sup>th</sup> -19<sup>th</sup>, 2016 at Institute of Management Technology (IMT), Hyderabad.</li> <li>5. Participated in two-day workshop on "Case Teaching" organized by Institute of Management Technology, Hyderabad from October 06-07, 2017.</li> <li>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.</li> <li>7. Participated in Faculty Development Programme on "Effective Research and Project Funding" organized by St. Martin's Institute of Business Management on January 20<sup>th</sup>, 2018.</li> </ol>
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**National & International Conferences**

1. Presented paper on “Examining the Definitions and Conceptualizations of a Customer Experience as a Construct” 10<sup>th</sup>NASMEI International Marketing Conference, Organized by Great Lakes Institute of Management, December 23-24, 2016, Chennai.
2. Presented paper on “Examining the Relationship between Customer Experience and Customer Engagement” 2<sup>nd</sup> International Marketing Conference on “Customer Engagement & Experience-Issues, Reflections & Future Strategies” organized by ICFAI Business School, April 14-15, 2017, Mumbai.
3. Presented 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.
4. Presented paper on “Service Quality and Attitudinal Loyalty: A Moderated Mediation Model of Customer Satisfaction and Customer Trust” at the 11<sup>th</sup> NASMEI Conference held at Great Lakes Institute of Management, Chennai, India on December 22-23, 2017.
5. Presented Paper on “ Bridging the Digital Divide: An Ethnographic study Grocery Consumption Patterns in the Tribal Community” at the International Conference on Transforming Education: Exploring the Impact of E-Learning Platforms in Bharath for Vision Viksit Bharath @2047 (ICTEB-2047) held at Chaitanya Bharathi Institute of Technology, Hyderabad, during February 14-15, 2025.