

Dr. Rajesh Ittamalla

Assistant Professor

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Dr. Rajesh Ittamalla is an Assistant Professor in the Department of Management Studies, NIT Trichy. He holds a Ph.D. from the University of Hyderabad and an MBA from Osmania University. He has been awarded the Senior Research Fellowship from the University Grants Commission of India for his Ph.D. work. He has 5 years of teaching experience. His areas of interest include Customer Experience Management, Customer Engagement, Services Marketing, Research Methodology, Consumer Behaviour, and Marketing Analytics. His research expertise includes Survey Research Methods, Market Analysis, Experimental Designs, Data Analysis using SPSS, Amos, R, and Python. He also delivers guest lectures as resource persons at various workshops in management institutions. Dr. Rajesh has published on a variety of topics in leading marketing journals, indexing SCOPUS, SCI, ABS, and ABDC. He has presented his research work at various national and international platforms. His research has been extensively supported and appreciated by eminent scholars in his domain such as Jagdish Seth (CRM guru) and Joseph Pine (pioneer of Experience Economy).

Professional experience:

S.no	Organization	Designation	From	To
1	NIT Trichy	Assistant Professor	2020	Till now
2	Woxsen University	Assistant Professor	2019	2020
3	Jawaharlal Nehru Technological University (JNTU)-SCET	Assistant Professor	2010	2014

Academic Qualifications:

Course	Institution/University	Year
Ph.D.	University of Hyderabad	2019
MBA	Osmania University	2010
B.A.	Andhra University	2007
HSC	Siddhratha Jr. College	2003
SSC	St. Alphonsus' High School	2000

Awards/Fellowships:

Award	Organization	Year
Senior Research Fellowship	UGC	June 2013.

Research Publications:

1. Ittamalla, R., & Srinivas Kumar, D. V. (2020). Role of service experience on vivid memory and loyalty. *International Journal of Hospitality & Tourism Administration*. Indexing: SCOPUS, SSCI, and ABDC (B).
2. 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: SCOPUS & ABDC (C)
3. Ittamalla, R., & Srinivas Kumar, D. V. (2019). The impact of social cues on passengers' travel experience. *The Service Industries Journal*, 1-20. Indexing: SCOPUS, SSCI, and ABDC (B).
4. Ittamalla, R., & Srivalli K.V. (2019). Service Experience on Customer Emotions and Loyalty. *SCMS Journal of Indian Management*. Indexing: SCOPUS.
5. Ittamalla, R., & Srinivas Kumar, D. V. (2018). Customer Experience Determinants: A Review in Online Purchase Context. *Asian Journal of Research in Social Sciences and Humanities*, 8(2), 105-115.
6. Ittamalla, R. (2017). Passengers' Travel Experience: Determinants, Dynamics, and Management Strategies. *Asian Journal of Research in Marketing*, 6(4), 36-42.

7. Ittamalla, R., & Srinivas Kumar, D. V. (2017). Factors Affecting Customer Experience: A Study in the Context of Retail Stores. *IMR-Management Speak*, 10(1), 64-67.
8. Rajesh Ittamalla; Daruri Venkata Srinivas Kumar (2017). Servicescapes and Experiential Marketing: A Conceptual Framework and Research Propositions for Memorable Customer Experience. *International Journal of Engineering Technology Science and Research*, Volume 4, Issue 11, 561-566, (ISSN 2394 – 3386).
9. Rajesh Ittamalla, K.V. Srivalli (2013). Customer's Perception towards Technology based Banking – A Review. *International Journal of Exclusive Management Research*, Vol.3, Issue 3. (ISSN 2249–2585).
10. Rajesh Ittamalla; Daruri Venkata Srinivas Kumar (2016). Exploring the Relationship between Social Interactions and Servicescapes. *International journal of business intelligence & innovations*, Issue 4. (ISSN 23484705).
11. Rajesh Ittamalla (2017). Impact of Social Environments on Customer Experience *International Journal of Engineering Technology, Management and Applied Sciences*, Vol.5, Issue 7. 607-613. (ISSN 2349-4476).
12. Rajesh Ittamalla (2017). Experience Marketing: A Critical Review of Emerging Concept. *Journal of Exclusive Management Science*, Vol 6, Issue 07. (ISSN 2277-5684).
13. Rajesh Ittamalla, K.V. Srivalli (2013). A Review on Work force Diversity *Journal of Exclusive Management Science*, Vol 2, Issue 3. (ISSN 2277-5684).
14. Rajesh Ittamalla; Daruri Venkata Srinivas Kumar (2017). Examining the Role of Service Clues in Creating Experiential Value. *Changing paradigms in marketing of services with special focus on tourism and hospitality, conference proceedings*, ISBN 978-93-85101-83-0.

Paper presentations at conferences:

1. 7th international conference on excellence in research and education (CERE) (2016). *“Total Passenger Experience: Examining the Effects of Passenger Experience on Satisfaction and Loyalty in Indian South Central Railways”* IIM Indore, International.
2. International seminar on management perspectives on globalization, technology & innovations. *“Exploring the Relationship between Social Interactions and Servicescapes”*, University of Madras, International.
3. 9th Doctoral thesis conference. *“Travel Experience: A holistic approach to understand railway passengers satisfaction and loyalty”*, IBS Hyderabad, International.
4. 5th International Conference on Advancement of Engineering, Applied Science and Management (ICAEASM-2017). *“Services capes and experiential marketing: a conceptual framework and research propositions for memorable customer experiences”*, IETE, Bangalore, International.

5. International conference on changing paradigms in marketing of services (ICCPMS-2017). *“Determinants of customer experience: a review in online purchase context”*. University of Hyderabad, International.
6. 5th International Conference of Research Trends in Engineering, Applied Science and Management (ICRTESM-2017). *“Impact of social environments on customer experience”*, IETE, Pune, International.
7. Marketing of services challenges in the era of globalization. *“Examining the Role of Service Clues in Creating Experiential Value”*, Mahathma Gandhi University.