

Faculty Profile

Name: Dr. Radhakrishna B

Designation: Assistant Professor

Teaching Areas: Marketing Management
Services Marketing
Retail Management

Research Interests: Co-creation
Service Failure & Service Recovery

Education: Ph.D., IFHE, Hyderabad, 2018
MBA, Pondicherry University, Pondicherry, 2008



Research/Selected Publication:

1. Radhakrishna, B., Ravikumar, S. and Hansraj, B. (2019) The Impact of Maturity on Futures and Options with Reference to National Stock Exchange: An Exploratory Study. *Theoretical Economics Letters*, 9, 1729-1736. (ABDC-B)
2. Radhakrishna B (2018); "Customer Value Co-creation Behavior as a Determinant of Service Loyalty: Evidence from Banking Services", *Asian Journal of Management*, Vol. 9(2), pp-909-14.