

Dr. NAGAPAVAN CHINTALAPATI

Ph D in Management (University of Hyderabad) 2017
MBA (Dept. of Commerce and Management Studies, Andhra University) 1999
UGC – NET (Management) 2010
Post Graduate Diploma in Training and Development (The ICFAI University, Tripura)

Assistant Professor
Department of Business Administration
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Research Interest	Marketing of Services, Technology and Management, Social Media, Management Education, Strategic Management
Courses Taught	Marketing Management, Services Marketing, Customer Relationship Management, Sales and Distribution Management, Business Analytics, Marketing Research, etc
Journal Publications (Selected List)	<ol style="list-style-type: none">1. Pathak, N. D., & Chintalapati, N. (2022). Examining the role of EWOM on tourism intention for adventure tourists. <i>Journal of Information and Optimization Sciences</i>, 43(6), 1253-1263.2. Chintalapati, N., & Daruri, V. S. K. (2017). Examining the use of YouTube as a Learning Resource in higher education: Scale development and validation of TAM model. <i>Telematics and Informatics</i>, 34(6), 853-860. https://doi.org/10.1016/j.tele.2016.08.0083. Sharma, G. S., Chintalapati, N., Pandey, M. K., & Tomar, M. UNDERSTANDING SOCIAL MEDIA COMPETENCE FOR ACADEMIC RESEARCH: DEVELOPMENT AND VALIDATION OF AN INSTRUMENT. <i>MANAGER - THE BRITISH JOURNAL OF ADMINISTRATIVE MANAGEMENT</i> 58 (150), 293-3124. Pathak, N. D., & Chintalapati, N. (2022). Role of Perceived Risk, Destination Image, Tourist Constraints and Attitude in Travel Intentions of Tourists in India During Covid-19. <i>IUP Journal of Accounting Research & Audit Practices</i>, 21(3).5. Sharma, G. S., & Chintalapati, N. (2022). Self-regulated online learning self-efficacy & covid-19: a higher education Perspective. <i>The Online Journal of Distance Education and e-Learning</i>, 10(1), 1-14.6. Sharma, G. S., & Chintalapati, N. (2021). APP BASED LEARNING PLATFORMS AND BEHAVIORAL INTENTION OF UG & PG STUDENTS' TOWARDS USAGE. <i>The Online Journal of Distance Education and e-Learning</i>, 9(3), 353.7. PRABHAKAR, R., SINGH, M., & Nagapavan, C. (2015). ENSURING ENERGY SECURITY IN RURAL INDIA-A CASE STUDY ON RAJIV GANDHI GRAMIN LPG VITRAK (RGGLV) YOJANA. <i>Sona Global Management Review</i>, 9(3)8. Chintalapati, Nagapavan, and Venkata Srinivas Kumar Daruri. (2017) "Examining the use of YouTube as a Learning Resource in higher education: Scale development and validation of TAM model." <i>Telematics and Informatics</i>. [An Elsevier journal with Thomson - Reuters Impact Factor of 3.398 in 2016, indexed by SSCI, Scopus, etc]9. Chintalapati, Nagapavan (2013). Protecting the competitive advantage derived through HR: Challenges for IT industry. <i>IUP Journal of Management Research</i>, 12(3), 29.
Research Guidance	<p>Ph. D Students Awarded</p> <ol style="list-style-type: none">1. Dr. Gouri Shankar Sharma "Social Media Influence on Learning Outcomes of Higher Education Students in India: A Multi-model Approach" December 20232. Dr. Niranjana Deo Pathak "A Comparative Study of Factors Influencing the Domestic Tourist Intentions of Generation Y and Generation Z Tourists in India January 2024 <p>Ph.D. Pursuing</p> <ol style="list-style-type: none">1. Md. Rizwan Noori "Behavioral Intention of User's and Non-User's towards mobile banking services: A theoretical framework"
Participation And Presentation Of Research Papers (selected list)	<ol style="list-style-type: none">1. An examination of Behavioral Intention to Use YouTube as a Learning Resources using Technology Acceptance Model at JBIMS International Research Conference 2016 (BEST PAPER AWARD)2. Increasing access to Higher Education: A case study of innovations in Higher Education in India 3i - Intelligence, Innovation and Inclusion at Pondicherry University (BEST PAPER AWARD) in 2016

3. A study on the "Reach" of social media alternatives used by Business Schools in India in Information Systems Symposium 2015 at Indian School of Business (ISB), Hyderabad
4. Social media as a channel for Brand Communications: An exploratory study of select Indian Business Schools in International Conference on Innovative Brand Building through Digital Marketing - 2016 at IMI, New Delhi
5. Business Schools and Social Media: A Study on the use of Social Media in External Marketing in Great Lakes - Yale International Research Conference 2014 at Great Lakes Institute of Management, Chennai.

Chapters in Edited Books (Selected List)

1. Chintalapati, Nagapavan and Dr. D V Srinivas Kumar (2016) by A Conceptual Model for Influence of Social Media on Consumer Actions published by Allied Publishers Pvt.Ltd., ISBN Number : 978-93-85926-04-4.
2. Chintalapati, Nagapavan (2013). Management of Business Schools: A case study on contribution of Strategic Leadership to Institutional Quality. In Chatterjee, Debhashis, Gopinath, Saji; Suram, Balasubrahmanyam and Deepak Dhayanithy (Eds) Excel India Publishers. New Delhi (pp. 462 - 470)
3. Chintalapati, Nagapavan, & Sinha, Sumit. Kumar. (2011). Management of Higher Education Institutions: An Applied Analytical Model for Management Education Institutions. In M. Sahay, & R. K. Mishra (Eds.), Imperatives for Quality Higher Education (pp. 64-78). New Delhi: McMillan Publishers India Ltd.
4. Ashok, A. V. S, Chintalapati, Nagapavan & Talluri, Srinivas. (2011). An examination of importance of ethical values in Higher Education and the status of imparting values through Higher education in India. In M. Sahay, & R. K. Mishra (Eds.), Imperatives for Quality Higher Education (pp. 210 - 218). New Delhi: McMillan Publishers India Ltd.

Work Experience

March 2011 - Current Assistant Professor, Department of Business Administration, Central University of Jharkhand, Ranchi, JHARKHAND

September 2003 to March 2011: Senior Faculty Member, Academic Wing, The Federation of Universities (The Icfai Group) Hyderabad, Telangana