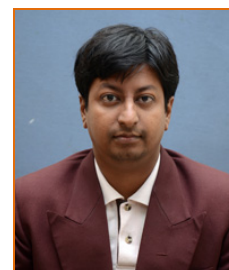


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1. Since 2010 : IFHE, IBS Hyderabad
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Research/Selected Publications

1. Ghosh, Tathagata (Forthcoming), "Managing Negative Reviews: The Persuasive Role of Webcare Characteristics," *Journal of Internet Commerce* (Indexed: ABDC "B", SCOPUS)
2. Ghosh, Tathagata (2016), "Winning versus Not Losing: Examining the Effects of In-Game Advertising Outcome on its Effectiveness," *Journal of Interactive Marketing*, 36, 134-147 (Indexed: ABDC "A", SCOPUS).
3. Sahoo, Debajani and Tathagata Ghosh (2016), "Healthscape Role toward Customer Satisfaction in Private Healthcare," *International Journal of Health Care Quality Assurance*, 29, 6, 43-53 (Indexed: SCOPUS).
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5. Ghosh, Tathagata and Venugopal Rao (2014), "Consumer Confusion in Mobile App Buying: The Moderating Role of Need for Cognition," *International Journal of E-Business Research*, 10, 4, 52-70 (Indexed: SCOPUS).