

## Faculty Profile

Name: **Achyut Telang**  
Designation: Assistant Professor  
Teaching Areas: Advertising and Sales Promotion  
Internet Marketing  
PhD Thesis area: Online Advertising  
Education: Ph.D., IFHE Hyderabad, 2017  
MBA, ICFAI University, IBS Mumbai, 2009



### Professional Experience (8 Years)

1. Since 2010: IFHE, IBS Hyderabad
2. 2009-2010: Optima Appliances, Mumbai

### Research/Selected Publications

1. Telang, A., and Deshpande, A. (2016), "Keep calm and Carry on: A Crisis Communication Study of Cadbury and McDonalds," *Management & Marketing*, 11, 1, 371-379 (SCOPUS).
2. Telang, A., and Roy, S. (2016), "Hyundai's Challenge to Maruti Suzuki in the Dynamic Indian Automobile Sector," *Asian Journal of Management Cases*, 13, 1, 56-66 (SCOPUS).
3. Telang, A., Bhatt, G., and Srivastava, A. (2013), "Export Intensity: A Study of the Indian Manufacturing Industry," *i-manager's Journal on Management*, 8, 1, 1-8.
4. Nanda, S., Telang, A., and Bhatt, G. (2012), "Hospital Advertising: A Literature review," *International Journal of Healthcare Management*, 5, 1, 28-31 (SCOPUS).
5. Telang, A., and Bhatt, G. (2011), "Effectiveness of Online Advertising: Revisiting the Extant Literature," *Romanian Journal of Marketing*, 6, 3, 2-7.