Research Notes: Rakesh Mallipeddi

July 20, 2020

Rakesh Mallipeddi

Rakesh Mallipeddi's paper "The Effects of Social Media Content Created by Human Brands on Engagement: Evidence from Indian General Election 2014," co-authored with Ramkumar Janakiraman of University of South Carolina, Subodha Kumar of Temple University and Seema Gupta of Indian Institute of Management, has been accepted for publicationm in *Information Systems Research.* Mallipeddi is an assistant professor of management science.