

Research Notes: Rakesh Mallipeddi

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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 publication in *Information Systems Research*. Mallipeddi is an assistant professor of management science.