Fellow Program in Management (FPM) 2020-23

(AICTE Approved Program)

Research Supervisors Profiles



Name	**Dr. Y. Lakshman Kumar**
Position & Affiliation	Director – Academics & Research- ISBR Business School
Areas of Interest	Marketing, Sales Management and Brand Management
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Areas of Research: Marketing, Sales Management and Brand Management

Brief Profile: Dr. Y. Lakshman Kumar (YLK) is an M.Com, M.B.A, EMC from C.M.C – Canada and also a Ph.D. His experience spans over 30 years in Sales Management, Brand Management, Marketing, Teaching, Training, Consulting, Placements, Academics, Examinations and Institution building.

He has been part of well-known universities/colleges in India in various capacities and has successfully launched innovative PG and UG level programs. From humble beginnings as a lecturer to leading a university as the Pro Vice Chancellor, Dr. YLK has vast experience in the academic arena. His industry experience includes sales and marketing positions with Indian conglomerates like MDPL and TTK, for almost a decade.

Dr. YLK has published papers and cases in reputed journals and reviewed various Marketing Books, including Marketing Management by Philip Kotler. He has conducted various MDPs for over 1,000 executives, focused in the area of Marketing, Sales Management and Brand Management. Given his area of interest, Dr. YLK has been a distinguished and prominent speaker at many organizations in India, on Marketing and Entrepreneurship.

His accomplishments include:

- Best Professor Award 2015, for Marketing by Dewang Mehta Foundation
- 50 Innovative Leaders in Education Award 2019 by World Congress
- Received an Award for Best Business School in Telangana 2019 from Honorable Vice President, M. Venkaiah Naidu, for his former organization.



Name	**Dr. Nila Chotai**
Position & Affiliation	Professor & Director, Executive Academics -ISBR Business School
Areas of Interest	Economics & HR
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Areas of Research: Economics & HR

Brief Profile: Dr. Nila A Chotai Progressive record in the academic domain with over 16 years of experience in teaching at the higher education sector. Distinguished record of publication in academic journals. Strong philosophy of teaching, and knowledge of many different methods to motivate students to develop their expertise in specific areas. A dedicated partner to institutional programs and outreach events that help promote learning and support the community. She holds a Master of Arts in Economics from Pondicherry University followed by MBA and PGDHRM as other post-graduation degree. She was awarded with PhD in Economics from University of Mysore in 2013.

She has worked in reputed Management Institutions and Autonomous University. Her core area of interest is in Economics & HR. She has been a core committee member in accreditation process at management institutions for NAAC, NBA & IACBE. She has conducted sessions for German Industry Partners and Indian Plywood Industries Research &Training Institute. She has Co-authored a book in Marketing Management. She has a rich experience in developing curriculum and planning the academic calendar. She is a Guest Editor for Scopus Journal Empirical Economics letter.



Name	**Dr. Narasima Venkatesh**
Position & Affiliation	Professor, HOD – HRM & General Management ISBR Business School
Areas of Interest	General Management & HRM
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Areas of Research: General Management & HRM

Brief Profile: Dr. Narasima Venkatesh has 22 Years of Total Work Experience including Industry Experience as Assistant Manager – HR in the Manufacturing Industry. His educational qualifications are Ph.D. (Business Administration), MSW, M.Phil. (Management), M.H.R.M., M.B.A.., B.Com. – Attained First Class in all the degrees and cleared UGC-NET in Business Administration Examination. He is regularly listed in the Top 10% of Authors from Worldwide in ELSEVIER-Social Science Research Network (SSRN). His Overall Author Rank is 16,527 out of 614,672 authors from worldwide in ELSEVIER-SSRN as on 12th July 2021. His Author Rank is 2532 out of SSRN Top 12,000 Business Authors from Worldwide ELSEVIER-SSRN as on 12th July 2021.

He has received an offer for University Research Fellowship (URF) for a full time Doctoral Programme in Management Studies. He has served as Ph.D Thesis Evaluator and External Examiner in the Ph.D. Viva-voce for Ph.D Scholars of various universities. He has published research papers in ABDC Journals, Scopus Indexed Journals and other International Journals of repute. He has received "Best Research Paper Awards" in International and National Conferences. He has received "Best Professor in Human Resource Management Award", "Excellence in Teaching and Research Award", "Distinguished Teacher and Researcher Award - Management 2020", "Prominent Educationist and Academic Researcher Award- 2021". He has been invited as Chief Guest, Keynote Speaker, Panel Member, Session Chair for International Conference, National Conference, Invited Speaker for Faculty Development Programme(s), External Examiner, HR Expert Committee Member, Judge for various events etc., He has organized and Participated in various National Level and International Level Conferences, FDPs, LDPs, MDPs, Workshops and Seminars.

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Name	**Dr. Anju Kumar**
Position & Affiliation	Professor-ISBR Business School
Areas of Interest	Organization Behaviour, Human Resource Management, Organization Design, Talent management, Organization Development and Change Management, Strategic Human Resource Management
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Areas of Research: Organization Behaviour, Human Resource Management, Organization Design, Talent management, Organization Development and Change Management, Strategic Human Resource Management

Brief Profile: Dr.Anju Kumar brings with her more than 19 years of both teaching and industry experience to the class room. She has obtained her doctorate in Talent Management from Banasthali University. She is basically an Architect and has pursued an MBA in HR. Dr Anju has also completed a certification program on Leading Strategic Change from IIM Bangalore. She believes teaching and research help develop insights in your field, refine your communication skills and draw on your ability to organize content in a meaningful way. She has worked in reputed institutions and has taught students in both PGDM and MBA programs. Her competitive advantage as a teacher is engaging students in creative methodologies of teaching. Her areas of research and teaching interest are Organization Behaviour, Human Resource Management, Organization Design, Talent management, Organization Development and Change Management, Strategic Human Resource Management. She has presented papers in international conferences, written research papers in international journals, attended MDPs and FDPs. She was part of the strategic initiatives team in a reputed university. She is also on the panel of examiners in Management colleges. She has chaired, coordinated and anchored several conferences/ FDP's, events and convocations.



Name	**Dr. M.R. Jhansi Rani**
Position & Affiliation	Associate Professor & Dy. Director-Research ISBR Business School
Areas of Interest	HRM & OB
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Areas of Research: HRM & OB

Brief Profile:

Dr. M.R. Jhansi Rani Teaches HRM core and specialised papers. She has 12 years of combined experience in academics and research. Dr. Jhansi had also been acted as HR Consulting Officer as corporate recruiter and trainer for several reputed organizations. She has contributed around 25 papers for several renowned national and international journals.

She is acting as a reviewer and associate editor in various national and International journals such as Arabian Journal of Business and Management, Journal of Global Economics, International Journal of Management and Economic Sciences & Journal of Political Sciences and Public Affairs. She is also serving as Doctoral Committee Member, External Examiner & exam Scrutinizer for many management institutions and universities.



Name	**Dr. Guru Basava Aradhya S**
Position & Affiliation	Associate Professor-ISBR Business School
Areas of Interest	Retail Management, Customer Behavior Engagement, Brand Management, Human Resources Management, Intelligent, Emotional and Spiritual Quotient, Research Methods.
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Areas of Research: Retail Management, Customer Behavior Engagement, Brand Management, Human Resources Management, Intelligent, Emotional and Spiritual Quotient, Research Methods.

Brief Profile: Dr Guru Aradhya S, has 14 years of rich experience in Industry and Academia.
He Holds PhD from Chhatrapati Shahu Ji Maharaj University, Kanpur, Uttar Pradesh. Completed MPhil from Vinayaka Mission University, Salem, Tamil Nadu.Completed MBA from ICFAI University also Master of Commerce from Karnataka State Open University, Mysore, Post Graduate Diploma in Computer Applications from NIIT, Bengaluru.
He has presented and published more than 50 papers in National and International conferences and journals (SCOPUS, UGC CARE Listed).
He has attended many workshops and faculty & management development programs and also acted as resource person in various management institutes.
He is a recognised guide from Bharathiar University, Coimbatore, Tamil Nadu, Visvesvaraya Technological University, Belgaum and guiding PhD Scholars.
He has produced 2 MPhils and 1 PhD
He has organized Many National Conferences and International Conferences, also chaired the Technical Sessions in various Management Institutes across India.
He is a reviewer of International Journal of Advance and Innovative Research.



Name	**Dr. K S Lakshmi**
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Areas of Interest	Marketing
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Areas of Research: Marketing

Brief Profile: Dr. K.S. Lakshmi has around 20 years of teaching, research and training experience. She has taught mainly marketing, advertising, and other related subjects for BBM, B. Tech. and MBA courses. Her core area of interest is in Marketing, she has also taught HR papers and Ethics and Indian Values. She has been involved in preparation of the documentation for the certification from NAAC and ISO audits. She has undertaken activities that contribute to establish a new institution. She has been in research activities for a private research firm and had taken up summer internship programs, has organized FDPs and seminars. She was actively involved in student related activities like outreach activities, outbound training etc. and has extensively use case teaching as a pedagogy. She had presented papers in various conferences, journals and published a chapter in a book. She has attended many workshops on topics of current interest.



Name	**Dr. Karpagam T**
Position & Affiliation	Associate Professor-ISBR Business School
Areas of Interest	Sales & Distribution, Last Mile Delivery, Manufacturing Technologies, Operations Strategy, Production Planning & Control, Sourcing & Supply Chain Management.
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Areas of Research: Sales & Distribution, Last Mile Delivery, Manufacturing Technologies, Operations Strategy, Production Planning & Control, Sourcing & Supply Chain Management.

Brief Profile:

Dr. Karpagam is a seasoned academician and a specialist in the area of Supply Chain Management and Analytics. Her research area spans from supply chain management to marketing with special emphasis on sustainable supply chain, humanitarian supply chain, O2O supply chain, green supply chain, FSCM, the sandwich strategy for brand equity.

She holds Master in Business Administration from Anna University. She earned her Ph.D. during the year 2012 in Supply Chain Management from Anna University. Expert in teaching operations and Supply chain Management.

Her areas of interest include Sales & Distribution, Last Mile Delivery, Manufacturing Technologies, Operations Strategy, Production Planning & Control, Sourcing & Supply Chain Management.

Published papers in various international journals. She runs various YouTube channel for Excel, MS-Project, Tableau and Power BI.

She is also a trainer in the areas of Supply Chain Analytics and Data Visualization.



Name	**Dr. Aditi Priya Singh**
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Areas of Interest	
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Areas of Research:

Brief Profile:

Dr. Aditi Priya Singh is an educator with more than 15 years of teaching experience. She has an inherent passion for providing value education to students.

She has authored more than 10 research papers, which have been published in journals of repute. As a chief editor of her college journal, she has helped many students as well as teachers by sharing knowledge.

She is currently working as Associate Professor International School of Business and Research (ISBR).



Name	**Dr. V B Padmanabhan**
Position & Affiliation	Professor ISBR Business School
Areas of Interest	Finance
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Areas of Research: Finance

Brief Profile:

Dr. V B Padmanabhan is a highly accomplished professional with over 30 years of experience in banking and finance industry. Amongst his many a responsible roles at leading banking and financial institutions across the nation, his stint as Chief Manager at Sangli Bank's Bangalore branch stands out. Along with a Ph. D in Finance, he has also been a Fellow member of the Institute of Cost and Management Accountants, Kolkata (FMCA); Certificated Associate of Indian Institute of Bankers, Mumbai (AMFI). He also holds a Bachelors degree in Law and Science. He is widely travelled in India and aboard. He has got a passion for teaching various subjects in Finance.