Fellow Program in Management (FPM) 2022-25

(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**
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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. A. Narasima Venkatesh**
Position & Affiliation	Professor, HOD – HRM & General Management ISBR Business School
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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 Programmein 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, SessionChair 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 acertification 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 studentsin 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 OrganizationBehaviour, 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 andFDPs. 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**
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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 specialized 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 Maharaja 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 recognized 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. 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. duringthe 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, and 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	**Marketing & HR**
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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 aninherent 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. Richa Bhalla**
Position & Affiliation	**Associate Professor**
Areas of Interest	Entrepreneurship & Leadership
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Areas of Research: Entrepreneurship & Leadership

Brief Profile:

Associate Professor

She is the Associate Professor of Entrepreneurship & Leadership at the ISBR Institute of Management in Bangalore. She has 14+ years of industry experience across B2B and B2C companies. She also founded an E-commerce start-up before choosing to pursue a career in academia.

Dr. Richa Bhalla brings 22+ years of rich combination of industry experience as a Professional Manager, a Start-up Founder, and years of teaching experience. This enables her to demonstrate a unique pedagogical style wherein Student managers learn about the process of creating and evaluating business opportunities, developing business plans, crafting a company strategy, and executing the plan to a successful conclusion – essentially building and a managing a business end to end, across its entire lifecycle.



Name	**Dr. S. PRABAKAR**
Position & Affiliation	**Associate Professor**
Areas of Interest	**Accounting and Human Resource**
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Areas of Research: Accounting and Human Resource

Brief Profile:

Dr. S. Prabakar is a passionate and dedicated Professor with two decades in academia. He has been into teaching, research, and administration at undergraduate and postgraduate levels. Accounting and Human Resource are his prime areas of research. He has published more than 15 research papers both at National and International Journals. He has also chaired technical sessions in various national and international seminars and conferences.

He has worked in various roles as Head of the Department for Commerce (B. Com, BBA & M.Com, IQAC Member and Convener of the examination committee of the college. He is a certified internal auditor ISO 2015 and 2018 by Bureau Veritas (BV).



Name	**Dr Balachandar.S**
Position & Affiliation	**Associate Professor**
Areas of Interest	HRM
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Areas of Research: HRM

Brief Profile:

He is an experienced & enthusiastic human resource facilitator and researcher, inspired in facilitating knowledge transfer & team development. He holds a Ph.D. in HRM, equipped with more than three decades of industry-academia experience in the field of human resources development & mentoring, committed to operating centers for excellence, building customized modules to bring out quality results, facilitating learners with the optimal inputs.

Strongly believe that progressive grooming of scholars/students through customized learning programs, skills development courses, Industry orientation, alumni meet ups, and collaboration with industry experts, right from their entry makes the students competently prepared for their career, not just the job!

He has also served as a senior faculty in L&D Corporate & industry relations departments in Amrita Vishwa Vidyapeetham and Saveetha University. Prior to that also privileged to be associated as lead mentor & examiner for the ISTD, New Delhi, had mentored batches of L&D enthusiasts from different industry verticals since 2015.

He has immense experience working to build people's career skills. He has expertise in handling subjects from HRM, OD, Change management, Marketing, Talent management & HR analytics for MBA, PGDM and ISTD batches.



Name	**Dr. Sonu Chowdhury**
Position & Affiliation	**Assistant Professor**
Areas of Interest	HRM
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Areas of Research: HRM

Brief Profile:

Dr. Sonu Chowdhury has over 12 years of experience in academics and administration. She holds her Doctoral Degree in Management and has cleared UGC NET-JRF. She has published several research papers in Journals of repute and also received Best paper Awards. She has participated as a resource person in Entrepreneurship Awareness Camps funded by the Department of Science & Technology, Government of India under NIMAT scheme. Two research scholars have accomplished their doctoral degree under her supervision. She is actively involved in the field of research and contributing in the institution building of International School of Business & Research.



Name	**Dr. Supriya Lamba**
Position & Affiliation	Associate Professor & Head, International Office
Areas of Interest	International Business and Marketing Management
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Areas of Research: Economics and Management

Dr. Supriya Lamba is a seasoned academic professional with twelve years of experience, currently serving as the HOD of Marketing, Associate Professor, and International Programs Manager at ISBR Business School in Bengaluru, India. Awarded a Ph.D. in the Management domain, she plays a pivotal role in fostering industry-academia collaboration and spearheading international and domestic university tie-ups. Dr. Supriya Lamba has published 50 papers in international and national journals and conference proceedings, including 7 which are Scopus indexed.

In her current role, Dr. Lamba focuses on teaching Marketing and International Business courses, managing academic aspects, and guiding research scholars. Her expertise extends to coordinating student and faculty exchange programs with international partners, curriculum vetting by advisory members, and organizing seminars and conferences of international stature. She actively engages in mentoring sessions with foreign faculty, ambassador lecture series, MDPs, and consultancies by top industry experts.

With a background in Assistant Professorship at Amity University, Noida, Dr. Lamba led the 3Continent program, managing international tie-ups and ensuring the best experiential learning exposure for students. She possesses strong networking, project management, and cultural awareness skills, complemented by a robust publication record and over 20 online certifications. Dr. Lamba's profile reflects a commitment to holistic student development, internationalization, and academic excellence.



Name	**Dr Padma Mahadevan**
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Areas of Research: HRM

Brief Profile:

She has a progressive track record in the academic domain of teaching spanning over a period of 17 years of experience at Post graduate level in reputed Management institutions and Autonomous University. She also has a corporate experience of close to six years.

She holds a degree in Master of Arts in Economics from University of Madras followed by PG Dip in Economics from the prestigious institute Madras school of Economics followed by MBA with dual specialization in HR and Marketing.

She has conducted, organized national seminars and workshops with popular management themes and latest topics of learning and also headed as women cell chairperson for a brief period. She has presented research papers in international conferences, national conferences and has published articles in environmental economics with enriching domain areas pertaining to suspended particulate matter, air pollution and noise pollution, notably in bio medical waste management as sub disciplines.

Dr. M R Jhansi Rani
Dy. Director (Research)

Dr. Y L Kumar
Director Academic and Research