

VITBS
Research Admissions – December 2020
Research Guide Details

S. No.	Name of the Guide	Area of Research	VIT mail ID	Mobile Number
1	Dr. Sudarsanam S K	Knowledge Management, Predictive Analytics, Software Test Process Management, Smart Farming, Operations Management	sudarsanam.sk@vit.ac.in	9940066376
2	Dr. Saju B	Consumer-Brand dynamics, Digital consumption, Shared Luxury, Marketing theory, Startups and marketing strategy	bsaju@vit.ac.in	9952389878
3	Dr. Reeves Wesley J	Predictive and prescriptive analytics, Organisational Behavior – Career management, Conflict management, Personality, addictive electronic device use, Workplace spirituality, Social networking sites and well-being, work-family conflict	reeveswesley.j@vit.ac.in	9894635815
4	Dr. Venkatesh R	Services Marketing, Social Entrepreneurship and Consumer Behavior, Retail Management and Advertising	venkatesh.r@vit.ac.in	9840951652
5	Dr. L.R.K. Krishnan	Attrition and Employee Turnover Studies, Training and Development Performance Management Socio Legal Research	krishnan.lrk@vit.ac.in	9320116968

6	Dr. Hari Krishnan K	Consumer Behavior	khari Krishnan@vit.ac.in	9345317693
7	Dr. Sumathi G N	Knowledge Management, Human Resource Practices, Downsizing, Employer-Employee Relationship, Service Quality, Healthcare Sector	sumathi.gn@vit.ac.in	9994580644
8	Dr. Gopinathan N	Accounting, Finance and General Management	gopinathan.n@vit.ac.in	9444655775
9	Dr. Balaji J	Analytics, Marketing and Operations.	balaji.jayakrishnan@vit.ac.in	7708581167
10	Dr. Anuradha A	Retail store management, Phygital consumer behavior and Macroeconomics	anuradha.a@vit.ac.in	9486794954
11	Dr. Joseph Jeya Anand S	Customer Facing Supply Chain, Supply Chain Risk and Systems	josephjeyaanand.s@vit.ac.in	9600100730
12	Dr. Sharon Sophia	Credit Risk Management, Security Analysis, Stock Market Volatility, Portfolio Optimization, Stock Market Sentiments	sharon.sophia@vit.ac.in	9789925011
13	Dr. Aruna R	Industrial Economics, Labour Economics	aruna.r@vit.ac.in	9047712387
14	Dr. Raja Rajeswari G	International Economics, General Economics	rajarajeswari.g@vit.ac.in	9442397153
15	Dr. Chitra Dey	Team work, Learning and Development, Gig economy, Entrepreneurship	chitra.dey@vit.ac.in	9789800049
16	Dr. Deepa D	Banking, Financial Markets, Accounting and Behavioral Finance	deepa.d@vit.ac.in	9884502704
17	Dr. Vaidhyanatha Balaji	Personality Traits and Leadership, AI and Talent Acquisition, Organizational Culture, Change Management	vaidhyanathabalaji.kv@vit.ac.in	7708214093
18	Dr. Shaik Saleem	Corporate Finance, Mergers & Acquisitions, Investment Management, Wealth Management	saleem.s@vit.ac.in	9912620053
19	Dr. Thangaraja Arumugam	Consumer psychology, Customer Experience, Customer Engagement and social selling. Marketing	thangaraja.a@vit.ac.in	9842529981

		analytics, pricing, Technology in marketing, Digital marketing, Consumer psychology, Customer Experience, customer analytics.		
20	Dr. J Bhavani	Labour Welfare Measures, Industrial Relations, human resource practices	bhavani.j@vit.ac.in	9884843916
21	Dr. Nisha R	Emotional Intelligence, Work-Life Balance, Transformational Leadership, Artificial Intelligence in Talent Acquisition, Training and Development	nisha.r@vit.ac.in	9841991530
22	Dr. A Vasudeva Reddy	Quality Management, Project Management, Leadership, Lean Six Sigma, Operations, ERP Implementation, Human Resource Management, Performance Management	asi.vasudeva@vit.ac.in	9959190069
23	Dr. Parag Sen	Operations Management	parag.sen@vit.ac.in	9830562465
24	Dr.Shwetha M. Krishnappa	Work life balance, Wellbeing, and creativity	shwetham.krishnappa@vit.ac.in	9880319428
25	Dr. Muhammed Shafi M.K	Security analysis, Financial Inclusion, Microfinance, Financial Market and Services	muhammedshafi.mk@vit.ac.in	7207447589
26	Dr.S Divya	Gender Studies in organization, Complexity leadership, Entrepreneurial behaviors	divya.s@vit.ac.in	9150990126
27	Dr. Sujatha Manohar	Food Marketing, Marketing at BoP, Customer Relationship Management, Service Marketing	sujatha.manohar@vit.ac.in	9677041110
28	Dr. Malay Bhattacharjee	Consumer Behaviour Consumer Psychology Facets of Marketing Communications	malay.bhattacharjee@vit.ac.in	9830296059
29	Dr.Sudheer Muhammed Km	Destination Branding, Service Marketing, Strategic Brand Management, Consumer Behavior, Social Psychology	sudheermuhammed.km@vit.ac.in	8904624162

30	Dr.Praveen Kakada	Work engagement, Organisational culture, Leadership	praveen.kakada@vit.ac.in	9145512301
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