



VIT[®]

Vellore Institute of Technology

(Deemed to be University under section 3 of UGC Act, 1956)

Eligible Research Guide's Details

VIT BUSINESS SCHOOL

ERP No.	Pfix	Name of the Guide / Supervisor	Designation	Vacancy	Email id	Research Area of Interest
50017	Dr.	Hari Krishnan K	Professor Grade 2	5	kharikrishnan@vit.ac.in	Consumer Behavior
50041	Dr.	Joseph Jeya Anand S	Associate Professor Grade 2	3	josephjeyaanand.s@vit.ac.in	Sustainable Supply Chain and Supplier Engagement
50071	Dr.	Reeves Wesley J	Professor - Higher Academic Grade	1	reeveswesley.j@vit.ac.in	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
50079	Dr.	Sudarsanam S K	Professor - Higher Academic Grade	1	sudarsanam.sk@vit.ac.in	Business Analytics, Information Systems, Application of IoT in Healthcare & Agriculture, Operations and Supply Chain Management, Application of Generative AI to Business Problems, Multi-Criteria Decision Making, Fuzzy Systems, Predictive Analytics in Business
50336	Dr.	Sharon Sophia	Associate Professor Senior	1	sharon.sophia@vit.ac.in	Accounting and Finance (Stock Market)
50465	Dr.	Saju B	Associate Professor Senior	2	bsaju@vit.ac.in	Marketing (Brand & digital strategy)

50600	Dr.	Balaji J	Associate Professor Grade 2	1	balaji.jayakrishnan@vit.ac.in	Analytics, Marketing and Operations.
50719	Dr.	Anuradha A	Associate Professor Senior	2	anuradha.a@vit.ac.in	Quantitative Marketing, Economics and Phygital consumer behaviour
50794	Dr.	Rajkumar Murugesan	Assistant Professor Grade 2	5	rajkumar.murugesan@vit.ac.in	Trans Disciplinary , Inter Disciplinary , Sustainable Development , Smart Farming , Disruptive Trends , Disruptive Technology application and its impact
50921	Dr.	Raja Rajeswari G	Assistant Professor Senior Grade 2	4	rajarajeswari.g@vit.ac.in	International Economics, General Economics, Micro and Macro economics
51333	Dr.	S Saleem	Assistant Professor Grade 1	2	saleem.s@vit.ac.in	Corporate Finance, Capital Markets, Financial Reporting, Mergers & Acquisitions.
51351	Dr.	Sumathi G N	Professor Grade 2	2	sumathi.gn@vit.ac.in	Human resource.management, Emotional intelligence, Organizational Culture, Remote work, Gig employees, Knowledge management, service quality, Emotional contagion, Workplace Happiness
51355	Dr.	J Bhavani	Assistant Professor Senior Grade 1	2	bhavani.j@vit.ac.in	Industrial Relations, Labour Relations, Human Resources, Labour Legislations
51356	Dr.	Nisha R	Assistant Professor Senior Grade 1	3	nisha.r@vit.ac.in	HRM, OB, & Behavioural Science- Emotional Intelligence, Talent Management, Learning & Development, Workplace Counselling, Employee Welfare and Wellness
51433	Dr.	Asi Vasu Deva Reddy	Assistant Professor Grade 2	1	asi.vasudeva@vit.ac.in	Leadership, Operations, Project Management, Lean Manufacturing, Operations Research, Quality Management, ERP, Performance Management, SCM, Analytics
51730	Dr.	Praveen Kakada	Assistant Professor Grade 1	3	praveen.kakada@vit.ac.in	Human Resource Management, Organisational Behaviour, Knowledge & Talent Management, Organisational culture & Climate, Leadership

51732	Dr.	Muhammed Shafi M K	Assistant Professor Senior Grade 1	5	muhammedshafi.mk@vit.ac.in	1-Investment Analysis and Portfolio Management, 2-Financial Inclusion and Microfinance, 3-Banking
51734	Dr.	S Divya	Assistant Professor Grade 2	1	divya.s@vit.ac.in	Organizational Behavior, AI and Organizational Science, Computational Human Behavior
51735	Dr.	Sujatha Manohar	Assistant Professor Senior Grade 1	2	sujatha.manohar@vit.ac.in	Marketing at the bottom of the pyramid, Retail Marketing, Food marketing, Circular economy, Gig Economy, Green marketing
51736	Dr.	Malay Bhattacharjee	Assistant Professor Grade 1	6	malay.bhattacharjee@vit.ac.in	Marketing, Branding, Consumer Behaviour
51737	Dr.	Sudheer Muhammed K M	Assistant Professor Grade 1	6	sudheermuhammed.km@vit.ac.in	Destination Branding, Service Marketing, Strategic Brand
51953	Dr.	Buvanesh	Assistant Professor Grade 1	5	buvanesh.c@vit.ac.in	Asset pricing, Stock Market
51955	Dr.	Mekhala Antony	Assistant Professor Grade 2	4	mekhala.antony@vit.ac.in	Cognitive analytics, Motivation, Emotional Intelligence. Predictive and prescriptive analytics, Organisational Behavior – Career management, Conflict management, Personality, work-family conflict, Organizational Politics, Green HRM, Emotional intelligence, Organizational Culture, Remote work, Gig employees, Knowledge management, service quality, Emotional contagion, Workplace Happiness, Behavioural Analytics
51958	Dr.	Meenakshi Sankaran	Assistant Professor Grade 2	5	meenakshi.sankaran@vit.ac.in	Information Systems, Information Communication Technology, Knowledge Management, , Project Management, Business Intelligence, Human Language Technology for Management, MIS, Data Science for Management

52254	Dr.	Vadivel S M	Assistant Professor Grade 1	2	vadivel.sm@vit.ac.in	Operations Management, Industrial Engineering, Supply Chain Management, Operations Research & Management, Science Quantitative Techniques,, Statistics and Machine Learning Production Planning & Control, Project Management Discrete Event System Simulation, MCDM, HR Analytics, Machine Learning and AI Techniques in Operations
52296	Dr.	Padmavathy C	Professor Grade 1	4	padmavathy.c@vit.ac.in	1)Digital Marketing - Social Media Marketing 2) Artificial Intelligence (AI) and Marketing 3) Mobile Apps 4) E-Commerce (online shopping) 5) Banking and Services 6) AR - VR and Marketing 7) Branding 8) Sustainable (Green) Marketing 9) Services marketing 10) Technology-driven Marketing 11) Application of Machine learning in Marketing
53047	Dr.	Chitra Devi N	Assistant Professor Senior Grade 1	4	chitradevi.n@vit.ac.in	Stock Market Analysis and Behavioural Finance - Econometric Models as well as analysing investors behaviour using Structural Equation Models.
53121	Dr.	Tisha Meriam Cherian	Assistant Professor Grade 1	6	tishameriam.cherian@vit.ac.in	Supply chain management, E-business, operations management, construction supply chain management, marketing management
52358	Dr.	Stephan Thangaiah I S	Professor Grade 2	6	stephan.thangaiah@vit.ac.in	Supply Chain and Operations Management
53397	Dr.	Rekhapriyadharshini A	Associate Professor Grade 1	6	rekhapriyadharshini.a@vit.ac.in	Work-Family conflict, Engagement, Leadership, Women studies, Gender studies
53559	Dr.	Manu Jose	Assistant Professor Grade 2	6	manu.jose@vit.ac.in	Financing Innovation; R&D investment; Patenting
53570	Dr.	Anbumathi R	Associate Professor Grade 1	6	anbumathi.r@vit.ac.in	Consumer Behavior, Knowledge Management and Marketing analytics
53600	Dr.	Maria Evelyn Jucunda M	Associate Professor grade 1	6	mariaevelyn.jucunda@vit.ac.in	Finance

