

ABOUT THE AUTHORS



Dr. M. GURUSAMY

Dr. M. Gurusamy, with a comprehensive academic background including an MBA, M.Phil, Ph.D., and a D.Litt. in Marketing, brings an impressive 19 years of teaching experience alongside a brief stint in the industry of 9 months. Currently serving as a Professor and Chairperson for Marketing and Entrepreneurship at the Adarsh Institute of Management and Information Technology in Bangalore, Karnataka, India, he has distinguished himself in the academic and research fields. Dr. Gurusamy has significantly contributed to the intellectual property domain with 9 patents in India and 5 in Australia, underscoring his innovative approach to research and development. His scholarly output is remarkable, with 8 articles published in WOS Journals, 20 in Scopus indexed journals, and a plethora of articles in other national and international journals totaling 30 books published. As an academic leader, he has evaluated Ph.D. theses and served as an external examiner, showcasing his expertise in guiding research scholars. Dr. Gurusamy's role as a resource person and chairperson in 90 instances, along with his editorial and review memberships in 14 and 16 journals respectively, reflects his esteemed position in the academic community. Additionally, his contributions extend to academic advisory boards and visiting professorships, demonstrating a commitment to enhancing educational standards. His achievements have been recognized with 36 awards, affirming his influence and excellence in the field of marketing and research. Dr. Gurusamy's professional journey is a testament to his dedication to academia, research, and the practical application of marketing principles in the evolving business landscape.



Mrs. DEVICHANDRIKA S

Mrs. Devichandrika S, Assistant Professor Head of Department of Business Administration St Francis de Sales College, Bangalore, Academician, authored many papers, published them in UGC Journals, and authored book chapters. She has a Master of Commerce and a Master of Business Administration, and she is pursuing a Doctorate in Marketing specialization; she is a conscientious, dedicated, hardworking, and enthusiastic professional with extensive experience of more years in a renowned college. Her areas of interest are human resources, accountancy, financial management, entrepreneurship, statistics, emotional intelligence, organizational behaviour, business environment, etc. She is adept at shaping, guiding, and motivating students to achieve their desired goals by understanding their potential. She has exemplary self-interest in knowing various streams, is also a learner, and provides guidance the same way as a leader. She has a positive approach and is an effective team player, which helped her reach the maximum expectations in her professional life. She has published ten research papers and two book chapters and helped many students present the research papers.



Dr. KAINAT AKHTAR USMANI

Dr. Kainat Akhtar Usmani is working as an Assistant Professor in the Department of Business Management at Integral University, Lucknow, India. Her area of specialization is Human Resources. She has completed her Ph.D. in Management. She has one book, 3 Patents, and many papers to her credit. She has attended several Conferences, seminars & FDPs at reputed institutions. She has a total of over 13 years of experience in the corporate, research, and academic sectors. She has been guiding students of BBA & MBA for project reports and dissertations for the past three years.



Dr. ANITA VISHWAKARMA

Dr. Anita Vishwakarma is currently working as Associate Professor at TIT Group of Institutions, Bhopal. She initiated her career in 2008 and has 17 years of rich experience in teaching and industry. She has an MBA and obtained her PhD in 2022 in "Green Marketing" from Barkatullah University, Bhopal (M.P.). She has presented several research papers at national and international conferences and seminars and has been credited with research and articles publications in various refereed journals. She has taught subjects like Management Concepts and Practices, Production and Operations Management, Marketing Management, Advertising Management, Organizational Behavior, Consumer Behavior, Retail Management, Business Legislation, Business Policy and Strategic Management, etc.



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