



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. Anilkumar R

Associate Professor
Institute of Management
School of Business and Management

Areas of Specialisation:

Digital Marketing & Consumer Analytics, Sustainable Business Practices,
AI Applications in Supply Chain Management

Dr. Anilkumar R is an accomplished academician and researcher in the field of management, with extensive expertise spanning digital sustainability, green supply chain management, marketing (including digital marketing, analytics, and consumer behaviour), human resource management, AI applications, and innovation in higher education. He earned his Ph.D. from Bharathiar University, where he validated an extended Technology Acceptance Model (TAM) using Structural Equation Modelling. His research demonstrated how perceived usefulness, ease of use, and perceived value significantly influence youth adoption of mobile applications for m-commerce shopping in Bengaluru, offering actionable insights for e-commerce platforms and digital strategy development. His research also extends to higher education, where he examines learning analytics implementation and employability enhancement strategies aimed at improving student retention and outcomes in Indian institutions. He actively guides research projects in areas such as e-commerce behaviour, entrepreneurship, marketing analytics, operations, and educational innovation—mentoring students from ideation to impactful outcomes while nurturing their research aptitude. In addition to his academic role, He is actively engaged in corporate consulting, addressing real-world business challenges through research-driven solutions. As a trusted business advisor, he emphasizes the role of research in delivering optimal management solutions, supported by his contributions to textbook publications in management education.

Selected Publications:

- Anilkumar, R.** (2026). Strategic Reconfiguration of Digital Capabilities and Its Influence on Export Performance in India's Semiconductor Supply Chain. *International Journal of Research and Analytical Reviews*, 13(1). <https://doi.org/10.56975/ijrar.v13i1.329821>
- Anilkumar, R.** (2026). Employee perceptions and their influence on organizational commitment: A statistical investigation. *Northern Economic Review*, 17(1), 33-42. <https://doi.org/10.10399/NER.2026146265>
- Anilkumar, R.** (2025). Business intelligence for real-time pricing models in retail environments (Chapter 14). In IGI Global Scientific Publishing. <https://doi.org/10.4018/979-8-3373-0553-0>