



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. Ashok Mammen V

Associate Professor
Institute of Management
School of Business & Management

Areas of Specialisation:

Online Purchase Decision-Making, Artificial Intelligence,
Machine Learning in Marketing, Emerging Technologies in Services

Dr. Ashok Mammen V holds a Ph.D. in Online Marketing from Visvesvaraya Technological University (VTU). He brings nearly three decades of professional experience spanning both academia and industry, including over 20 years in managerial and leadership roles. His extensive expertise covers administration, operations, training, and marketing across sectors such as Information Technology, Microfinance, and Pharmaceuticals, reflecting a strong blend of academic rigour and practical insight. His research portfolio demonstrates a multidisciplinary orientation, focusing on digital consumer behaviour, technology adoption, and workforce dynamics. His scholarly contributions include publications in ABDC-listed, Scopus-indexed, and peer-reviewed journals. His key research areas include online purchase behaviour for experience goods, the role of persuasion in online buying decisions, the potential of blockchain technology in services, the relationship between job stress and productivity, and consumer behaviour in the age of Artificial Intelligence. His work further explores the application of machine learning for dynamic pricing strategies in retail and online markets, Indian approaches to sustainability through insights from Indian Knowledge Systems (IKS), job crafting for building a future-ready workforce, and AI provenance disclosure and its impact on consumer reviews. In addition, He has contributed book chapters on digital wallets and blockchain technology, and has actively presented research papers at national and international conferences, strengthening his engagement with the academic and professional community.

Selected Publications:

- 1. Mammen, A., et al. (2026).** Indian Approaches to Sustainability; Lessons from IKS. *Journal of International Commercial Law and Technology*, 7(1), 480–490. <https://doi.org/10.61336/jiclt/26-01-50> (Original work published as Indian Approaches to Sustainability; Lessons from IKS)
- 2. V, A. M., S, M. V., Thilaga, S., Kumar, T. M. S., Kanumuri, V. V., & S, M. B. (2025).** Using Machine Learning for Dynamic Pricing Strategies in Retail and Online Markets. In *2025 Tenth International Conference on Science Technology Engineering and Mathematics (ICONSTEM)* (pp. 1–8). IEEE. 2025 Tenth International Conference on Science Technology Engineering and Mathematics (ICONSTEM). <https://doi.org/10.1109/iconstem65670.2025.11374674>
- 3. Bharathi T, Ashok Mammen V. (2024).** A Gender-Based Analysis on Online Shopping Decision-Making. *Journal of Informatics Education and Research*, 4(3). <https://doi.org/10.52783/jier.v4i3.1873>