



## Centre for Research & Development

### Research Supervisor (Guide) Profiles

#### Discipline of Supervision: **Management**



#### **Dr. D Ravindran**

Associate Professor  
Institute of Management  
School of Business and Management

#### **Areas of Specialisation:**

Product and Brand Management, Digital Marketing, Supply Chain and Distribution Management, Entrepreneurship Sustainable Technology Innovation

Dr. D. Ravindran holds an MBA in Marketing, an M.Phil., a Postgraduate Diploma in Retail Management, and is UGC-NET qualified. He earned his doctoral degree in Management from Pondicherry Central University. With over 16 years of teaching experience and more than 20 years of combined experience in training and research, he brings a rich blend of academic and industry expertise. Prior to his academic career, he gained valuable industry experience working with reputed organizations such as BPL Sanyo, Airtel, Dabur India, Goodyear Tyres, and PepsiCo. His academic contributions include presenting numerous research papers at national and international conferences, along with publishing extensively in reputed journals. His areas of research interest include Supply Chain Management, Marketing Research and Analytics, Business Consulting, professional skills training, and mentoring rural youth. Throughout his career, He has received 10 awards and recognitions for his contributions to research and service. He has an impressive academic portfolio, including 70 conference papers, 45 journal publications in UGC / Web of Science / Scopus-indexed journals, 30 ISBN book chapters, and authorship of 10 books in the field of management. Additionally, he has filed 15 design registrations, with 2 utility patents granted. He currently serves as a Certified Innovation Ambassador and President of the Institution's Innovation Council (IIC). He is also the Deputy Director of the Kristu Jayanti Incubation Centre, where he actively mentors' students in prototype development, business planning, and facilitates connections with angel investors.

#### **Selected Publications:**

1. Raja, Dr. S., **Ravindran, Dr. D.**, M. Hasan, Dr. M., Mantha, Dr. S., Saravanan, Dr. T., & Indumathi, V. (2025). Channel Modeling for Internet Services in High-Rise Urban Areas. *Journal of Internet Services and Information Security*, 15(3), 704–717. <https://doi.org/10.58346/jsis.2025.i3.047>
2. Vijayalakshmi, P., Priyadarshini, V., **Ravindran, D.**, & Shashikala, H. (2026). Perception of E-learning platforms and its implications among learners. In *Empowering Inclusive Innovation* (pp. 531–542). Routledge. <https://doi.org/10.1201/9781003753445-62>
3. V, V., V, B., K, V., & **Ravindran, D.** (2024). Transformer-based Approach for Predicting Student Admission Category in Higher Education. In *2024 Third International Conference on Smart Technologies and Systems for Next Generation Computing (ICSTSN)* (pp. 1–5). IEEE. 2024 Third International Conference on Smart Technologies and Systems for Next Generation Computing (ICSTSN). <https://doi.org/10.1109/icstsn61422.2024.10670882>