



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:

Marketing and Supply Chain Innovations (Product and Brand Management, Digital Marketing, Supply Chain and Distribution Management)

Dr. D. Ravindran is an Associate Professor at the Institute of Management, Kristu Jayanti (Deemed-to-be University), Bengaluru. He holds a B.Sc. in Physics, MBA (Marketing), M.Phil., PG Diploma in Retail Management, UGC-NET certification, and a Ph.D. in Management from Pondicherry Central University. With 16 years of teaching experience and 20 years in training and research, He also has extensive industry experience with reputed firms including BPL Sanyo, Airtel, Dabur India, Goodyear Tyres, and PepsiCo. He has presented numerous research papers at national and international conferences, published in respected journals, authored 10 books, contributed 30 ISBN book chapters, and published 35 journal articles in UGC-, Web of Science-, and Scopus-indexed journals. His research interests span Supply Chain & Logistics, Technology in Management, Marketing Research & Analytics, Business Consulting, Professional Skills Training, and mentoring rural youth. Over his career, he has received 10 awards and recognitions for research and service, delivered 70 conference papers, and filed 13 design patents (2 granted). In addition to his academic and research contributions, He serves as a certified Innovation Ambassador and President of the Institution Innovation Council (IIC), as well as Deputy Director of the Kristu Jayanti Incubation Centre, where he mentors students in prototype development, business planning, and connecting with angel investors.

Selected Publications:

1. **Ravindran, D.**, & Janaki Priya, K. (2023). Measuring Consumer Attitude and Buying Behaviour towards Organic Foods in Bengaluru City. *Shanlax International Journal of Management*, 10(3), 72–78. <https://doi.org/10.34293/management.v10i3.5920>
2. Senthil, B. A., and **Ravindran, D.** (2023). Relationship Between Chess and Management – An Overview. *Formation of Competencies of Gifted Individuals in the System of Extracurricular and Higher Education*, (1), 8–15. <https://doi.org/10.18372/2786-823.1.17464>
3. **Ravindran, D.** (2020). Psychographic Impact on Preference and Satisfaction on Investment Products. *International Journal of Psychosocial Rehabilitation*, 24(4), 1098-1103. <https://doi.org/10.61841/w4rz9066>