



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. Joseph Charles Tamilmaran D

Associate Professor
Institute of Management
School of Business and Management

Areas of Specialisation:

Retail Marketing, Services Marketing, Digital Marketing,
Branding and Banking & Financial Services

Dr. Joseph Charles Tamilmaran D. is a seasoned academician and industry professional with over 21 years of combined experience in banking, marketing, and management education. He spent 9 years in leading banks such as Standard Chartered and HDFC Bank, specializing in customer service management, relationship management, operations, and financial services. Transitioning to academia, he has 12 years of teaching experience and currently serves as Head of the Institute of Management at Kristu Jayanti University, Bengaluru. His research primarily focuses on Customer Experience Management in Indian Retail Banking, for which he earned his Ph.D. He has authored 35 research articles in reputed national and international journals and a book, with research interests spanning analytics-driven decision-making, customer behavior, outcome-based education (OBE), and innovative pedagogy. He skillfully integrates tools such as Excel, SPSS, Tableau, Python, and SAS into both research and teaching and has supervised over 200 MBA projects, training students and executives alike. His work bridges theory and practice, making him a recognized thought leader in management education, banking analytics, and customer experience.

Selected Publications:

1. Aloysius, J. E., and **Tamilmaran, D. J. C.** (2023). A Study on Performance of Indian IPOs During 2012–2022. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-42085-6_62
2. Kuttikaden, H. S., and **Tamilmaran, D. J. C.** (2023). A Study on User Experience of Amazon Pay. Springer Nature Singapore. https://doi.org/10.1007/978-981-99-3366-2_38
3. Aloysius Edward J., and **Tamilmaran, D. J. C.** (2025). Institutional Collaboration and Educational Enrichment: The Role of Knowledge Exchange Programmes in Global Academia. Journal of Informatics Education and Research, 5(2). <https://doi.org/10.52783/jier.v5i2.3103>