



## Centre for Research & Development

### Research Supervisor (Guide) Profiles

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



#### **Dr. Subha B**

Assistant Professor  
Department of Professional Management Studies  
School of Business and Management

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

Consumer Behavior and Customer Relationship Management (CRM),  
Digital Marketing and Marketing Analytics, International Services Marketing

Dr. B. Subha is an Assistant Professor in the Department of Professional Management Studies at Kristu Jayanti University, Bengaluru, with over 22 years of academic and industry experience. She holds a Ph.D. in Management from Mother Teresa Women's University and an MBA in Marketing and Finance from ICFAI University. Her research expertise spans Marketing Management, Consumer Behaviour, Digital Marketing, Services Marketing, Customer Relationship Management (CRM), Brand Management, Business Analytics, Business Intelligence, Marketing Analytics, Human Resource Analytics, and broader General Management areas including Strategic Management and Human Resource Management.

She has presented 22 papers at national and international conferences and published 17 research articles in reputed peer-reviewed journals, including Scopus-indexed publications with IEEE Xplore, Springer, and Emerald (Q1 Journal). She has authored three books, contributed six chapters in edited volumes, and serves as Chief Editor of the book series Business Management: A New Paradigm. Her contributions have been recognized through awards including the Distinguished Academician Award (2022), Academic Excellence Award (2022), and Excellence in Digital Learning Practices (2023 & 2024). She is actively involved in curriculum design, examiner and thesis evaluation, and academic convenorships, integrating student-centered and technology-enabled pedagogy. She is deeply committed to guiding research that bridges marketing, analytics, and management to generate meaningful and impactful outcomes.

#### **Selected Publications:**

1. **Subha, B.**, Jisha, V. G., Haribaskar, R., Shilpa Rao, C., Excelce, A. J., and Sajan, D. (2024). Sentiment Analysis of Customer Reviews for Product Marketing Optimization. Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-67890-5\\_64](https://doi.org/10.1007/978-3-031-67890-5_64)
2. **Subha, B.**, and Kaur, J. (2023). Customer Buying Intention Towards Smart Watches in Urban Bangalore. Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-35828-9\\_9](https://doi.org/10.1007/978-3-031-35828-9_9)
3. **Subha, B.**, Madhusudhanan R., Ajai Abraham Thomas. (2021). An Investigation of the Impact of Occupational Stress on Mental health of remote working women IT Professionals in Urban Bangalore, India. Journals and Campus Publications. <https://vc.bridgew.edu/jiws/vol22/iss6/14/>