



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. Srinivasan K

Assistant Professor
Department of Law
School of Law

Areas of Specialisation:

Services marketing, Retail Marketing, Consumer Behavior,
Human Resource Management, and General Management,

Dr. Srinivasan K is an Assistant Professor in Management Studies at the School of Law, Kristu Jayanti (Deemed to be University), Bengaluru, with 16 years of extensive experience in teaching, research, and professional training. He earned his Ph.D. in Management from Bharathiar University, Coimbatore, with doctoral research focusing on Service Quality in the Marketing domain. His research expertise spans Marketing, Service Quality, Human Resource Management, and General Management. He has authored three books and published over 30 research papers in reputed international, Scopus-indexed, and UGC-recognized journals, particularly on marketing strategies, service quality assessment, and consumer behavior. His work has appeared in highly indexed and high-impact journals, reflecting his significant contributions to service marketing and quality management research. He is a certified Entrepreneurship Trainer and serves as a reviewer for several reputed journals. He has contributed as a Member of the Board of Examiners, Board of Academic Studies, and as Guest Faculty across various universities and colleges. He is also an invited keynote speaker and resource person at numerous academic conferences, seminars, and workshops.

Selected Publications:

1. Krishnamoorthi, M., Mathiyarasan, M., **Srinivasan, K.**, & Venkatesh, P. (2024). Applications of Artificial Intelligence (AI) Across Diverse Functional Areas in Supply Chain Management (SCM). In *Advances in Logistics, Operations, and Management Science* (pp. 1–12). IGI Global. <https://doi.org/10.4018/979-8-3693-6175-7.ch001>
2. **Srinivasan, K.** (2021). Work and Family Life Balance Among Women Public Prosecutors in the Judiciary System of Maharashtra, Sambodhi, (UGC Care Journal) ISSN: 2249-6661, Vol-44, No.-03 January- March Page No.173-180.
3. **Srinivasan, K.** (2024). Block chain Technology in India: An Evaluation, International, Research Journal of Education and Technology, Peer Reviewed Journal ISSN 2581-7795, Volume: 06 Issue: 02, Feb-2024. Page No.150-160.