Research Supervisor (Guide) Profiles
Discipline of Supervision: Management

Dr. Leelavathi R
Assistant Professor
Department of Management
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Areas of Specialisation:
IMarketing, General Management

Dr. Leelavathi R is an Assistant Professor in the Department of Management at Kristu Jayanti (Deemed to be University), Bengaluru. She earned her Ph.D. in Management from CMR University with highly commendable remarks, specializing in Marketing and General Management. She also holds an M.Phil. from Jain University and an MBA from R.L. Institute of Management Studies, Madurai. With 16 years of teaching experience and 3 years in the banking and stock market industry, She integrates academic expertise with practical insights. She has published 20 research articles in Scopus- and UGC-CARE-listed journals, presented 15 conference papers, and her work has garnered over 60 citations with an h-index of 3. She has authored three books, completed a community project grant, and holds four patents in the areas of marketing, eco-innovation, and entrepreneurship. She has received three Best Researcher Awards and a Best Book Author Award. She is a lifetime member of the Indian Institute of Banking & Finance and actively serves on academic boards of studies and examinations. Her research interests encompass Marketing and General Management.

Selected Publications:

1. Arun Prakash, A., **Leelavathi, R.,** Rupashree, R., and Jisha, V. G. (2023). Fintech Apps. Wiley. https://doi.org/10.1002/9781119905028.ch7

2. B, S., **Leelavathi, R**., Bhaskar R, H., Prasad, Ch. R., Gehlot, A., and Verma, D. (2023). Integration of IOT with Block Chain Technology for the Technology Advancement. IEEE. https://doi.org/10.1109/aisc56616.2023.10085279

3. Jeeva, M., **Leelavathi, R**., Philip, B., Kalaivani, S., and Raj, R. R. (2024). A Study on Technological Revolutions in Dynamic Educational Sector Post-covid-19. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-50939-1_45