



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. Jaspreet Kaur

Assistant Professor
Department of Management
School of Business and Management

Areas of Specialisation:

Health Economics, Business Economics / Industrial Economics,
Development Economics, Public Economics / Policy Analysis

Dr. Jaspreet Kaur is an accomplished academician and researcher specializing in Economics, Health Economics, Business Economics, Marketing Management, and Human Resource Management. She earned her Ph.D. in Economics from Bharathiar University, Coimbatore, with her doctoral research titled “An Economic Analysis of Kidney Transplantation and Dialysis in Bangalore”, commended for its originality and scholarly contribution. With over 17 years of teaching and research experience, She currently serves as an Assistant Professor in the Department of Management at Kristu Jayanti University, Bengaluru. She has published more than 30 research papers in reputed journals, holds an h-index of 10 with 346 citations, and authored several textbooks in economics and management. Her academic contributions include funded research projects, notably a study on public awareness of the National Organ Transplant Program in Bangalore. Beyond research, she has mentored numerous student projects and internships, actively contributed to curriculum development, academic administration, and the organization of conferences and seminars. She holds two patents, reflecting her innovative approach to research and practical application. She continues to enrich academic learning through lectures, workshops, and faculty development initiatives.

Selected Publications:

1. Eshan, M. R., Arun Prakash, A., **Kaur, J.**, Mohan, R., and Mathew, B. M. (2024). A Tax Mechanism on Tour Operators in India. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-48479-7_22
2. **Kaur, J.**, Subha, B., Arun Prakash, A., and Eshan, M. R. (2023). Consumption of Millets and Its Determinants in Bangalore. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-42085-6_41
3. Latha, CH. M., **Kaur, J.**, S, G., and Vanlalhlmpuii. (2023). Mediating Role of Business Tactics on the Relationship Between Entrepreneurial Resilience and Business Survival – A Study Across Micro Entrepreneurs in Bangalore. Springer International Publishing. https://doi.org/10.1007/978-3-031-26953-0_22