



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. A. John William

Assistant Professor
Institute of Management
School of Business and Management

Areas of Specialisation:

Consumer Behavior, International Marketing,
Digital Marketing, Marketing Analytics

Dr. A. John William is an Assistant Professor of Business Management with over 16 years of academic experience in postgraduate teaching and research. He holds a Ph.D. in Business Management and specializes in Marketing, Consumer Behaviour, International Marketing, and Digital Marketing. His research focuses on sustainable business practices, consumer behaviour, digital transformation, and the adoption of AI in management. He has published extensively in Scopus-indexed journals, covering topics such as reverse logistics, gamification in education, smart tourism, SMEs' competitive advantage, and sustainable rural development. His scholarly contributions also include books, conferences, and collaborative research projects. He currently serves as Co-Project Director for an ICSSR-funded research project under Vision Viksit Bharat, focusing on socio-economic development. Beyond research, he demonstrates excellence in academic leadership, curriculum development, and student mentoring. He has successfully organized national conferences, inter-collegiate fests, and community outreach programs, fostering student engagement and societal impact. Recognized with multiple "Best Faculty" awards, he has also trained over 1,200 participants in leadership and team-building as an outbound trainer. His work integrates academic rigor with industry relevance, shaping future-ready business professionals.

Selected Publications:

1. Subramanian, N., M., S., and **John William, A.** (2023). Human-related lean practices for manufacturing SMEs' lean transformation: a systematic literature review. *Nankai Business Review International*, 15(3), 478–501. <https://doi.org/10.1108/nbri-09-2022-0087>
2. Neerupa, C., Naveen Kumar, R., Pavithra, R., and **John William, A.** (2024). Game on for learning: a holistic exploration of Gamification's impact on student engagement and academic performance in educational environments. *Management Matters*, 21(1), 38–53. <https://doi.org/10.1108/manm-01-2024-0001>
3. R., N. K., C., N., V., S., **John William, A.**, and R., P. (2025). How Millennial parent guide Generation Alpha in using educational apps. *Quality Assurance in Education*. <https://doi.org/10.1108/qae-01-2025-0019>