



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. Eshan M R

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

Areas of Specialisation:

Tourism and Hospitality Management, Marketing and
Consumer Behavior, Human Resource Practices and Development,

Dr. Eshan M.R is an Assistant Professor in the Department of Professional Management Studies at Kristu Jayanti (Deemed-to-be University), Bengaluru. He holds a Ph.D. in Tourism Administration from Kuvempu University, where his doctoral research examined the impact of training and development on employee motivation in star hotels of Karnataka. He is also UGC-NET and SLET qualified. With over 15 years of academic experience, he has held leadership roles, including at Vidya Vikas Institute of Hotel Management, Mysuru, and as faculty at Kuvempu University. He currently coordinates the BBA Aviation Management program and has guided numerous student projects across tourism, aviation, and hospitality management. His research spans tourism and hospitality management, aviation studies, human resource practices, digitalization, and sustainable business strategies. He has published widely, with several papers indexed in Scopus and Springer, addressing topics such as agri-tourism, green HR practices, customer behavior in e-mobility, and central bank digital currencies. He has presented papers at national and international conferences and actively contributes to curriculum design, academic boards, and professional symposiums.

Selected Publications:

1. Shilpa Rao, C., **Eshan, M. R.**, Mohan, R., and Swathi, P. (2024). E-Mobility Evolution: Shaping Perceptions and Driving Customer Behavior. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-63569-4_36
2. Kaur, J., **Eshan, M. R.**, Latha, C. H. M., and Iyer, D. (2023). Determinants of Foreign Direct Investments in Bangalore. Springer International Publishing. https://doi.org/10.1007/978-3-031-26956-1_21
3. George, J., Rao, S., **Eshan, M. R.**, and Babu, S. R. (2024). Conceptual and Operational Dilemma—A Critique between Farm and Agritourism in Kerala. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-67890-5_65