



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. Naveen Kumar R

Associate Professor
Institute of Management
School of Business and Management

Areas of Specialisation:

Marketing, Human Resource Management,
General Management

Dr. Naveen Kumar R is an Associate Professor at the Institute of Management, School of Business & Management, Kristu Jayanti (Deemed-to-be University), Bengaluru. He holds a Ph.D. and has developed a robust academic and research profile in marketing, with significant contributions to consumer behavior, digital marketing, and strategic brand management. His research extensively examines brand loyalty, trust, engagement, and consumer decision-making, offering valuable insights into how psychological and digital factors influence purchasing behavior. His work has been published in reputed journals, enriching the discourse on marketing strategies in the digital era. His research integrates theoretical frameworks with practical applications, addressing contemporary challenges in marketing. Looking ahead, he aims to advance research at the intersection of AI-driven marketing, digital consumer engagement, and brand authenticity, particularly in emerging markets. He plans to explore how generative AI tools, such as ChatGPT, can transform strategic brand management and consumer analytics, focusing on integrating technological innovations with behavioral insights to help organizations design adaptive and sustainable marketing strategies in an increasingly digital and competitive marketplace.

Selected Publications:

1. **Naveen Kumar R.**, Janani, M., Ramadevi, V., and Pavithra, R. (2025). How the metaverse and virtual worlds are redefining fashion marketing and brand engagement. *Digital Transformation and Society*, 4(3), 312–328. <https://doi.org/10.1108/dts-09-2024-0177>
2. **Naveen Kumar R.**, C., N., V., S., A., J. W., and R., P. (2025). How Millennial parents guide Generation Alpha in using educational apps. *Quality Assurance in Education*. <https://doi.org/10.1108/qae-01-2025-0019>
3. **Naveen Kumar R.**, Janani M., Pavithra R., and Kumar, T. M. (2025). Beyond the Hype: A Tech-driven Analysis of Gen Z's Cryptocurrency Investment Behavior Amid Regulatory Uncertainty and Risk-return Perceptions in India. *NMIMS Management Review*, 33(3), 186–198. <https://doi.org/10.1177/09711023251351511>