



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. Priyadarshini V

Associate Professor
Institute of Management
School of Business and Management

Areas of Specialisation:

Organisational Behaviour, Talent Management,
Human Resource analytics, Performance Management systems

Dr. Priyadarshini V is an Associate Professor of Management with over 23 years of teaching and mentoring experience, specializing in Human Resource Management and Organizational Behaviour. She holds a Ph.D. in Management for her research on Intrinsic Motivation and Transactional Analysis and is a UGC-NET qualified faculty member. Her research expertise encompasses employee motivation, talent management, human resource analytics, performance management systems, organizational change, and technology-enabled learning, providing insights that are both theoretically robust and practically relevant. She has an extensive scholarly portfolio, including Scopus-indexed publications on topics such as social media marketing for customer retention, fostering self-directed learning among Generation Z learners, and models of intrinsic motivation. She has also contributed book chapters to leading international publishers, including Springer Nature, and presented her work at prestigious forums such as the IIM Kozhikode HR Summit and AIMS International Conferences. Her academic approach emphasizes critical inquiry, methodological rigor, and the practical applicability of research, reflecting her commitment to advancing scholarship in Organizational Behaviour and Human Resource Management.

Selected Publications:

1. Thandapani, G., Meena, S., Sampathkumar, K., and **Priyadarshini, V.** (2024). A Study on Understanding the Role of Various Social Media Marketing Practices in Supporting Customer Retention Through Machine Learning Models in South Indian Private Banks. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-67890-5_59
2. **Priyadarshini, V.**, V, P., and K, U. (2021). Impacts of Cyber Crime on Internet Banking. International Journal of Engineering Technology and Management Sciences, 5(2). <https://doi.org/10.46647/ijetms.2021.v05i02.005>
3. **Priyadarshini, V.**, and Joseph, J. (2013). Examining the Differences in Intrinsic Motivation and its Interactions Based on Ego States Among B - School Students in Coimbatore. Prabandhan: Indian Journal of Management, 6(2), 23. <https://doi.org/10.17010/pijom/2013/v6i2/59970>