



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. Saket Ranjan Praveer

Professor
Institute of Management
School of Business and Management

Areas of Specialisation:

Market Dynamics, Behaviour Studies, Entrepreneurship,
Business Analytics

Dr. Saket Ranjan Praveer holds a Doctorate in Management from Pt. Ravishankar Shukla University, Raipur, and brings over 26 years of academic and professional experience. He has international exposure, serving as a professor at WS University, Ethiopia, and as a visiting faculty member at IIM Raipur. Additionally, he has acted as an advisor to the Research Secretariat of WS University. He has authored 87 research papers published in reputed national and international journals, book chapters, and conference proceedings. His contributions have been recognized with seven prestigious awards and numerous felicitations for research excellence and teaching. He has actively participated in Faculty Development Programs (FDPs), workshops, and conferences, serving as a resource person and session chair. He served as Dean of Humanities and Management at Chhattisgarh Swami Vivekanand University, Bhilai (2019–2021). Under his guidance, two Ph.D. scholars have successfully graduated, with four others currently pursuing their research. Currently, He is a Professor at the Institute of Management, School of Business and Management, Kristu Jayanti (Deemed to be University), Bengaluru. His research interests include Retail Marketing, Market Dynamics, Behavioural Research, Decision Science, and Services, and he is a recognized trainer in IBM SPSS, IBM AMOS, TORA, R Programming, and Excel modules.

Selected Publications:

1. **Praveer, S. R.**, Ranganathan, N. K., Arokiasamy, J. W., and Rajendran, P. (2025). Digital frontier as the predictor of buying intention: a recursive model approach. *International Journal of Process Management and Benchmarking*, 21(1), 106–123. <https://doi.org/10.1504/ijpmb.2025.147977>
2. Dubey, A., **Praveer, S. R.**, and Baghel, D. (2024). Digital Twin Integration in Healthcare Marketing Enhancing Patient Experience and Operational Efficiency. IGI Global. <https://doi.org/10.4018/979-8-3693-5893-1.ch019>
3. Ranjan **Praveer, S.**, Gnankumar P, B., and Baby, M. K. (2024). Perceived Thoughts and Tweets: Progression of NEP 2020. *Asian Journal of Management*, 62–68. <https://doi.org/10.52711/2321-5763.2024.00011>