



## Centre for Research & Development

### Research Supervisor (Guide) Profiles

#### Discipline of Supervision: **Management**



#### **Dr. Jagannathan K**

Associate Professor  
Department of Management  
School of Business and Management

#### **Areas of Specialisation:**

General Management, Marketing, Entrepreneurship,  
Environmental and sustainability Study, Health industry

Dr. K. Jagannathan is Associate Professor in Department of Management at Kristu Jayanti (Deemed to be University) Bengaluru. He earned his Ph.D. in Management from Bharathiar University Coimbatore, Tamil Nadu, with over 25 years of experience in teaching, research, and academic leadership. Specializing in Marketing, his scholarly interests extend to the interdisciplinary areas of Environmental Studies and Entrepreneurship, reflecting his commitment to linking business excellence with sustainable and socially responsible practices. Over the years, Dr. Jagannathan has gained significant international academic exposure, enriching his teaching and research with global perspectives and innovative approaches. He has published more than 20 research papers in reputed national and international journals, making notable contributions to the fields of sustainable marketing strategies, entrepreneurial development, and emerging trends in management. He has successfully attracted and managed funding from various government and non-government institutions, underscoring his ability to translate research concepts into impactful projects with practical outcomes. His dedication to advancing knowledge and fostering innovation has not only enhanced his own scholarship but also benefitted his students, collaborators, and the institutions he has been associated with. Through his consistent efforts, Dr. Jagannathan continues to in strengthening management education, promoting interdisciplinary research, and driving positive change within academia and the larger community.

#### **Selected Publications:**

1. Mary Auxilia, P. A., Sowmya, K. R., Rajkumar, S., **Jagannathan, K.**, Chandrakhanthan, J., and Ravindran, D. (2025). Does Financial Literacy Sway Decision-Making in Personal Investments? Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-86708-8\\_21](https://doi.org/10.1007/978-3-031-86708-8_21)
2. K.R, S., **Jagannathan, K.**, Vasudevan, A., P.A, M. A., (2025). Understanding gender differences in emotional intelligence and their impact on navigating organizational politics. Multidisciplinary Reviews. <https://malque.pub/ojs/index.php/mr/article/view/10380>
3. **Jagannathan, K.**, Rupashree, R., Madhusudhanan, R., Sowmya, K. R., Sridevi, G., and SakthiPriya, E. (2024). Are Women a Gender Dividend for Investment: An Empirical Analysis from Indian Working Women Perspective. Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-48770-5\\_9](https://doi.org/10.1007/978-3-031-48770-5_9)