



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Sateesh Kumar T K

Assistant Professor
Department of Commerce
School of Commerce, Accounting & Finance

Areas of Specialisation:

Supply Chain and Distribution Management, Marketing Analytics
and Consumer Behavior,

Dr. Sateesh Kumar T.K. is Assistant Professor in School of Commerce at Kristu Jayanti University, Bengaluru, and with over 23 years of combined industry and academic experience. He earned his Ph.D. in Management from Bharathiar University for his doctoral work on Retailer's Perception on the Effectiveness of Distribution Channels of LED Products in Bangalore. He also holds an MBA in Finance and Marketing from Bangalore University and has completed professional certification in R for Data Science. Before joining academia, He held leadership roles in sales and distribution with companies including Havells India Limited, Osram India Pvt. Ltd., Godrej Tyson Foods, and Wrigley India. His industry expertise spans trade management, sales strategy, and channel distribution. In academia, he teaches courses in Supply Chain, Distribution, and Materials Management, and has guided research in marketing analytics and financial studies. He has published more than 26 papers indexed in Scopus and Web of Science, in domains such as consumer behavior, sentiment analysis, supply chain innovation, and financial analytics. He has served as a resource person for FDPs and doctoral programs, chaired academic sessions, and examined Ph.D. theses. His research interests include distribution systems, customer sentiment analytics, and AI applications in management.

Selected Publications:

1. Singha, S., & **Kumar T. K., S.** (2024). Questionnaire on the Dynamics of User Behaviour Towards OTT Platforms. In *Advances in Library and Information Science* (pp. 49–74). IGI Global. <https://doi.org/10.4018/979-8-3693-1135-6.ch003>
2. Menon, V. A., **Sateesh Kumar, T. K.**, Thomas, L. P., & Thomas, J. (2025). Evaluating NLP Models for Mental Health. In *Exploring Psychology, Social Innovation and Advanced Applications of Machine Learning* (pp. 67–86). IGI Global. <https://doi.org/10.4018/979-8-3693-6910-4.ch004>
3. **Kumar T. K., S.**, P. Thomas, L., Menon, V. A., & Thomas, J. (2024). Exploring Tech-Enabled Solutions. In *Advances in Hospitality, Tourism, and the Services Industry* (pp. 257–281). IGI Global. <https://doi.org/10.4018/979-8-3693-6755-1.ch014>