



Name: Dr. P Radha

Designation: Professor

Specialization: Statistics, HR and Business Analytics

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Qualification

B.Sc., B.Ed., MCA, PGDCM, PGDPM, MBA, M.Phil., Ph.D., PDF

Work Experience

20 Years

Courses Facilitated

Statistics for Management

Quantitative Techniques

Applied Operations

Research

Business Analytics

Research Methodology and HR

Member on Committees /

Editorial Boards

Research

Professional

Memberships

CMA, All India Management Associations, CPC, Social Science and Humanities Research Association [4]

Career Summary

Dr. P. Radha is a Professor at the School of Commerce, Jain (Deemed-to-be University), Bengaluru. She earned her Post-Doctoral Fellowship (PDF) in Management from Srinivas University, Mangaluru, India, in 2024. She completed her PhD in Management from Bharathiar University, Coimbatore, India, in 2011, and her M.Phil in Management from Bharathidasan University in 2006. Additionally, she holds a Master of Computer Application degree from Bharathiar University, obtained in 2010.

Dr. Radha has 20 years of experience in teaching, research, and administration in the fields of Commerce and Management. She is the author of 70 research articles, including four edited books, two book chapters, and 16 articles published in Scopus-indexed journals across various disciplines. She has received two Best Paper awards for her research articles and has presented 69 research papers at international and national conferences.

She serves as an executive Professional member for four peer-reviewed journals. Dr. Radha has organized two international and three national level conferences, and has acted as a resource person in various workshops and conferences. She has guided more than 200 research projects for UG, PG, and M. Phil programs, and has supervised eight PhD research scholars from various universities. Additionally, she has published nine patents related to her research.

Research Interest

I am highly interested in the following Research areas:
HR, Business Analytics and Marketing

Research Publications

1. Published an article “An Exploratory Analysis of Variables Shaping Consumer Decision-Making in the Purchase of Kitchen Appliances Within Shopping Mall Environments” in the International Journal of Management, Technology, and Social Sciences (IJMTS), ISSN: 2581-6012, Vol. 9, No. 1, March 2024
2. Published an article “The Evolution of Workplace Diversity and its Impact on Organizational Success: A Comprehensive Examination of Diversity Management Strategies” in the International Journal of Case Studies in Business, IT, and Education (IJCSBE), ISSN: 2581-6942, Vol. 8, No. 1, February 2024
3. Published an article “ABCD Analysis of Stakeholder Perspectives on the Conceptual Model: Unveiling Synergies between Digital Transformation and Organizational Performance

	<p>in Manufacturing” in the , International Journal of Applied Engineering and Management Letters (IJAEML), ISSN: 2581-7000, Vol. 8, No. 1, January 20</p> <p>4. Published an article “A Study on Intricate Interplay between Emotional Intelligence and Job Performance in the Public Banking Sector” in the International Journal of Case Studies in Business, IT, and Education (IJCSBE), ISSN: 2581-6942, Vol. 7, No. 4, December 2023</p> <p>5. Published an article “The Significance and Influence of Human Resource Management (HRM) on Enterprise Performance in the Manufacturing Sector: An In-Depth Analysis of Enterprise Performance Management (EPM) Impact” in the International Journal of Applied Engineering and Management Letters (IJAEML), ISSN: 2581-7000, Vol. 7, No. 4, December, 2023</p> <p>6. Published an article “Exploring the Nexus Between Human Resource Management (HRM) and Enterprise Resource Planning (ERP) in Manufacturing: A Comprehensive Examination of Strategies, Challenges, and Integration Dynamics” International Journal of Applied Engineering and Management Letters (IJAEML), ISSN: 2581-7000, Vol. 7, No. 4, December, 2023</p>
Articles / Case Studies	<p>1. Published an article on “Examining the Efficacy of Stress Reduction Techniques in Enhancing Workplace Well-being: A Case Study in the Banking Industry” in the Journal of Xidian University An UGC-CARE Approved Group 2 Journal</p> <p>2. Published an article on “Examining the influence of Human Resource Practices on Performance in the Manufacturing Industry” in the High Technology Letter – HTL journal – UGC Care</p> <p>3. Published an article on “An Analysis of the Hiring Process at Country Delight: A Comprehensive Study” in the Journal of Transportation System Engineering and Information Technology (JTSEIT) UGC Care – Group 2</p>
Consultancy / Projects	Nil
Books / Chapters	<p>1. Applied Operations Research</p> <p>2. Operations Research</p> <p>3. International Business Management</p> <p>4. Human Resource Analytics</p> <p>5. Advanced Statistical Analysis in Business Research: A Conceptual Study</p> <p>6. Emerging Trends in Research Methodologies in the Business World</p>
Activities	Research
Recognition / Awards	<p>1. Research Development Association & Research Development Research Foundation, JAIPUR in collaboration with Rajasthan Chamber of Commerce & Industry, JAIPUR – Best Paper</p> <p>2. Best Teacher - Akshaya Institute of Management Studies</p>

**Seminar
Conferences
Attended**

1. Presented a paper titled “Analyzing the Stock Performance of Selected FMCG Companies in the BSE Market: A Comparative Study with Reference to Harekhan” at the National Conference organized by Jain (Deemed-to-be University) in 2024.
2. Presented a paper titled “Exploring Consumer Decision-Making Factors for Electronic Gadgets in Retail Environments” at the National Conference organized by Jain (Deemed-to-be University) in 2024
3. Presented a paper titled "Exploring the Development of Diversity Initiatives: Workplace Diversity, Leadership, and Enterprise Performance Management within the Manufacturing Sector" at the international conference organized by Kristu Jayanti College, Autonomous, (SJIC2024), 2024
4. Presented a paper titled “Dynamic Business Operation for Navigating Global Business Landscape - Harmony in Innovation: Navigating Global Business Landscapes through Emerging Technologies and Dynamic Management Strategies” at the International Conference organized by Dr. D. Y. Patil B-School, India 2024.
5. Presented a paper titled “Proliferation of Business & Commerce in the Light of FinTech: Growth, Opportunities & Challenges” at the International Conference organized by Kristu Jayanti College (Autonomous) and Euromid Academy of Business & Technology, Bengaluru, in 2024.
6. Presented a paper titled “Discovering the Determinants Shapping Consumer Choices in the Purchase of Kitchen Appliances at Shopping Malls: A Comprehensive Analysis of Influencing Factors:” at the International conference organized by Jain (Deemed – to – be University), 2024
7. Presented a paper titled “A Study on Factors Affecting Consumers’ Choice of Kitchen Appliances in Shopping Malla” at the International conference organized by Jain (Deemed – to – be University), 2024