



Dayananda Sagar Academy of Technology & Management

(Autonomous Institute under VTU)

Affiliated to **VTU**
Approved by **AICTE**
Accredited by **NAAC** with **A+** Grade
4 Programs Accredited by **NBA**
(CSE, ISE, ECE, MECH)

Faculty Name	Dr. Kavya Shree K M	
Academic Designation	Associate Professor of Practice	
Educational Qualification	BSc, MBA, PhD, Post Doctoral Fellow (IIM Udaipur)	
Experience in Teaching & Industry	10 & 6	
Date of Joining	05.10.26	
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Educational Details

Qualification	Institution	Year	Area of Specialization
PDF	IIM Udaipur	2022	Subsistence market place (BOP market)
Ph.D.	University of Mysore	2019	Consumer Behavior, (Management)
MBA	Bangalore University	2009	Marketing and HR

Professional Experience

With over 14 years of experience in academia, research, consultancy, monitoring & evaluation, and data analytics. Experienced in interdisciplinary and sponsored research involving Government agencies, universities, public sector enterprises and corporate CSR initiatives. Contributed to SPARC (UGC)-funded, NHPC-supported and Government-sponsored projects through research design, project coordination, proposal development, quantitative analysis and technical reporting. Collaborated with Apollo AyurVAID on the development of a Machine Learning-based predictive analytics model for diabetes risk detection using Swasthya health parameters. Areas of interest include, Philosophy and

spirituality(mind and consciousness), Indian Knowledge System, Higher Education, Healthcare Analytics, CSR & Sustainability, Public Policy, Business Analytics, and Research Methodology.

Publications

Sl. No.	Publication Title	Journal / Publisher	Category	Year
1	Systematic Literature Review on Retail Agglomeration Marketing	<i>Marketing Intelligence & Planning</i> , Vol. 43(6), pp.1037–1079	ABDC 'A' • Scopus Indexed	2025
2	Role of Management Education in Entrepreneurship Development in India	<i>International Journal of Research and Analytical Reviews (IJRAR)</i>	Peer-Reviewed National Journal	2019
3	Reinventing "Value" for Business Endurance: A Case Study of Indian Telecom Market	<i>aWeshkar – A Peer Reviewed Research Journal</i> , Vol.26(1)	Peer-Reviewed Journal	2019
4	Impact of Information and Communication Technology on Consumer Buying Decision Making Process among Generation Cohorts	<i>Inflibnet, Shodh Ganga, University of Mysore</i>	Doctoral Thesis (Ph.D.)	2019
5	Application of Technology Acceptance Model in Consumer Behaviour Towards Internet Purchases	<i>International Journal of Psychology and Cognitive Science</i> , Vol.3(3), pp.12–19	Peer-Reviewed International Journal	2017
6	Perception and Attitudes Towards Information and Communication Technology (Internet) for Purchase Decisions among Generation Cohorts	<i>American Journal of Information Science and Computer Engineering</i> , Vol.3(4), pp.56–63	Peer-Reviewed International Journal	2017

7	Exploring the Dimensions of Perceived Risk in Using Internet for Purchase Decisions	<i>ISBR Management Journal</i> , Vol.2(1)	Peer-Reviewed Journal	2017
8	Consumer Behaviour in the New Digital Era: A Paradigm Shift	<i>International Conference on Management Sciences, Mysore University</i>	Book Chapter / Conference Proceeding	2017

International Conferences:

1. 3rd Annual Convention of ICBE and International conference on Global Entrepreneurship- Emerging opportunities and challenges, January 28th and 29th, 2019.
2. International conference on Innovative practices in management and entrepreneurship organized by department of management studies BNMIT, Bangalore on 27th and 28th December 2018.
3. International Conference on "Current Trends in Business Practices and management education, 7th April 2018, organized by ISBR Business School, at ISBR campus, Bangalore.
4. "International research conference, 8th Jan, 2018, organized by Welingkar Institute, at We School campus Bangalore.
5. International conference on role of e commerce and tourism in creating global brands, December 9th 2017, organized by AIMS institute, Bangalore, at AIMS Campus, Peenya, Bangalore
6. International conference on contemporary challenges in Business Management, ISBR Campus, March 2017.
7. International Conference "A Road Map to Globalization in the Present Digital Era", March 2017, Pioneer Institute of Professional studies, Indore
8. International conference on Healthcare systems and global business issues, Jan 2017, KIAMS campus, Pune
9. International conference on advances in collaborative research for economics, business, humanities, social science and computer technology. University of Mysore June 2016
10. International conference of Management Education and Practices, Bangalore University, November 2015

National Conferences:

1. 30th AIMS Management Education convention, Management education: Connecting the dots, 30th, 31st August and 1st September 2018 organized by Welingkar Institute, at We School and Infosys campus, Bangalore.
2. National seminar on "Rejuvenation of Undergraduate Education in India", 10th and 11th August 2018, organized by Center for Educational and Social Studies (CESS) at IISC Campus, Bangalore.

Academic Activity

- Experience in teaching subjects like Statistics, Research Methodology, Business Analytics, Marketing Analytics, HR Analytics, Operations Research, Marketing Management.
- Academic Coordinator and Examination coordination for postgraduate programs.
- Faculty Mentor and Student Counsellor.
- Question Paper Setting; Internal & External Examiner.
- Board of Examiners (BOE) Member.
- Coordinated admissions, orientation programmes, seminars, conferences, FDPs, workshops and guest lectures.
- Participated in curriculum revision, IQAC initiatives and accreditation activities.
- Guided MBA dissertations, internships, live projects and research assignments.
- Mentored over 1,000 postgraduate students.

Faculty Development Activity/Workshops

1. Attended one day session on “Marketing to Generation Z” at PES University, 27th February 2020.
2. Three days FDP on “HR Analytics- A tool to unlock the value of Human capital” organized by Department of management studies and research centre, Global Academy of Technology, Bangalore from 11th July to 13th July 2019
3. Five Day Faculty Development Program on “Analytics Using R-Studio” organized by Department of Management Studies, DSATM, between 28th June and 3rd July, 2019
4. One-day Management Development Program (MDP) on “HR analytics” organized by Center for Management Studies (CMS), Presidency College, Bangalore. on 17 June 2019.
5. International workshop on “research and Innovation”, ISBR Campus, Bangalore, August 2017
6. Workshop on “writing research-based articles”, We School Campus, Bangalore, June 2017
7. National workshop on “Application of SPSS and AMOS in business research”, organized by University of Madras, Chennai, June 2017
8. “Methodology of research in Social Sciences”, RVIM campus, Bangalore, Oct 2015.
9. FDP on “Achieving teaching excellence in Management education” at Dayananda Sagar Business School, Sponsored by AICTE, in Jan 2010

Contact Details

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MBA