



Faculty Profile Template for Website

Basic Details:

Name: Professor Dr Praveen Kumar S

Designation: *Dean & Professor*

Area: *Strategy, Retail Marketing and Psychology*

Affiliation: *Faculty of Management, Ramapuram Campus, SRM IST*

Phone No: 9840051344

Email id: dean.mgmt.rmp@srmist.edu.in

Education:

Degree, Area, University, Awarded Year

PhD Management Studies, Sri Venketeswara University, 2011

Other Details:

Course: *Strategic Management*

Research Interests: Transformational and Strategic Leadership, Emotional Intelligence and Organizational Culture, Gamification in Management Education, Circular Economy and Sustainable HRM, Consumer Behavior and Retail Transformation in India

Selected Publications: *(To be listed in reverse chronology, i.e., starting from latest)*

Ramila Devi Ram Sing, Segufta Yasmi Abdul Rahman, Praveen Kumar, R. Arasu, Mostafa Ali Beigi, & Renne Pramila. (2025). *Harnessing AI for Enhanced Student Learning and Performance in Higher Education: A Multinational Collaboration.* **Indian Journal of Information Sources and Services**, 15(2), 208–217.

Mohan, J. J., & Kumar, S. P. (2024). Integrated management of human-elephant conflict: A success story involving surgical intervention on a wild elephant. *Indian Forester* (ISSN 0019-4816).

Mistry, A., & Kumar, P. S. (2024). A review on cognitive development of employees. *International Journal of Cultural Studies and Social Sciences*, 20(1), 70.

Robin, S., Kumaran, C., & Praveen Kumar, S. (2023). Determinants of employee engagement among health care professionals in Puducherry. *Journal of Nursing Science*, 36(Special Issue 2).

Robin, S., Kumaran, C., & Praveen Kumar, S. (2023). Health care professional perception towards engagement factors with reference to multi-specialty hospital in Chennai. Vol 18(11), 164–174.
Kumar, S. P. (2024). The impact of work-life balance in an organizational environment:

Working Papers: *(To be listed in reverse chronology, i.e., starting from latest)*

▣ **Praveen Kumar, S.,** *Gamification of Management Education: Exploring Engagement and Cognitive Outcomes in Indian B-Schools*

(Status: Under Peer Review)

A mixed-methods exploration of how game-based pedagogy improves learner motivation, emotional response, and academic outcomes in postgraduate management programs.

▣ **Praveen Kumar, S.,** *Circular Economy in Indian Retail: A Consumer-Centric Study on Product Life Extension Practices*

(Status: Data Analysis Phase)

An empirical investigation on consumer willingness toward repair, resale, and sustainable disposal practices in urban retail hubs across South India.

Work in Progress: (yet to be published)

▣ **Return on Influence: Micro vs. Macro Influencers in the Indian Digital Ecosystem**

Analyzing marketing ROI, consumer trust, and conversion patterns across influencer tiers on social media platforms in FMCG and EdTech sectors.

▣ **ESG-Driven Leadership: A Framework for Sustainable Strategy in Indian Corporations**

Developing an integrative model linking ESG metrics to leadership behaviors, stakeholder expectations, and long-term business performance.

Academic Experience:

Dean – Faculty of Management, SRM Institute of Science & Technology (SRM IST), Ramapuram Campus

July 2025 – Present | Chennai, India

Dean – School of Commerce & Management, Bharath Institute of Higher Education & Research (BIHER)

June 2014 – June 2025 | Chennai, India

Associate Professor – Department of Management Studies, Panimalar Engineering College

June 2003 – May 2014 | Chennai, India

Other Professional Experience:

Visiting / Guest Faculty Roles

- **JP Jacobs International University, USA**
Visiting Professor (Jun 2021 – Present)

- Commonwealth University, London, UK
Visiting Professor (Dec 2020 – Present)
- MPRH Institute, Tehran, Iran
Visiting Professor (Jun 2014 – Present)
- Ural Federal University, Russia
Guest Professor (Jun 2019 – Jul 2019)
- Loyola Institute of Business Administration (Informatics), Chennai, India
Visiting Faculty (Jun 2011 – May 2016)
- Pondicherry University & Loyola College – Twinning Programme, Chennai, India
Visiting Professor (Jun 2007 – Jun 2014)

Professional Leadership Roles

- Crown University International Chartered Inc., Americas & Nigeria
Board Trustee (Jul 2020 – Present)

Training, Mentorship, and Certification Roles

- The Priority Academy, UK
CBT Coach Practitioner (Jan 2020 – Present)
Certified Cognitive Behavioural Therapy Coach offering sessions for educators and academic professionals.
- Publons (Clarivate), Global
Certified Publons Academy Supervisor (2021 – Present)
Mentoring early-career researchers in academic peer review and publishing ethics.
- StartupTN, Government of Tamil Nadu
Mentor (May 2023 – Present)
Supporting startups and young entrepreneurs with guidance in marketing, branding, and business model development.
- Naan Mudhalvan, Tamil Nadu Skill Development Corporation
Mentor (May 2024 – Present)
Delivering skill-building sessions for students in the areas of career readiness and leadership.
- British Council, India
Coordinator & Trainer – Business English Certificate (BEC) (Jun 2003 – May 2014)
Conducted BEC training and assessments across multiple campuses in Chennai.

Achievements and Awards:

Academic Excellence

'Anantha Ramakrishna' Gold Medal – Awarded for General Proficiency in B.A. English Literature, Loyola College, 1998.

🏆 **Awards & Recognitions** 🏆 **Best Teacher Award** – Panimalar Engineering College, 2004.

🏆 **Best Administrator Award** – Top Engineers Faculty & Students Award, Pondicherry, 2016.

🏆 **Best Administrator** – Conferred by **MPRH Institute, Iran**, 2017.

🏆 **Best Faculty Award** – Vanakkam HR Corporation, 2023.

Case Centre UK - Case Writing Scholarship Awardee – 2024

🏆 **National & International Honors** 🏆 **Rashtriya Vidya Saraswati Puraskar** – International Institute of Education & Management, New Delhi.

🏆 **Star of Asia Award** – International Business Council, New Delhi.

🏆 **Glory of Education Excellence Award** – International Business Council, New Delhi.

🏆 **Special Records** 🏆 **Organizer** – Marathon Case Study, recognized in the **India Book of Records**, 2019.

🏆 **Co-Author** – Thickest Book, recognized in the **Guinness Book of Records**, 2023.

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