



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. Geethu Anna Mathew

Associate Professor
Department of Management
School of Business and Management

Areas of Specialisation:

Human Resource Management, Marketing Management, General Management

Dr. Geethu Anna Mathew is an Associate Professor in the Department of Management, School of Business and Management at Kristu Jayanti (Deemed to be University), Bengaluru, with over 14 years of academic and research experience. She holds a Ph.D. in Management from the School of Management and Business Studies, Mahatma Gandhi University, Kerala, and has qualified UGC-NET and JRF in Management. Her doctoral research examined Employee Training and Organizational Commitment in the Hospitality Industry, and her broader research interests encompass Human Resource Management, Marketing Management, and General Management. She has professional experience as an Operations Executive at ICICI Prudential, providing practical insights that enrich her teaching and research. She has presented at over 25 national and international conferences, including prestigious platforms such as IIMs and IISc, and has published extensively in reputed journals across management disciplines including Scopus Q1 publications in Emerald's Higher Education, Skills and Work-Based Learning, as well as publications with Springer and other reputed academic publishers. A recognized resource person, she has conducted workshops and sessions on Team Building, Positive Attitude, Interview Skills, and HR Trends. She also serves as an Academic Counsellor for IGNOU's MBA programme and actively participates in Boards of Studies and examination panels at various universities. Her dedication to academic excellence, research guidance, and curriculum development positions her as a valuable mentor for aspiring researchers and management professionals.

Selected Publications:

1. Philip, B., **Mathew, G. A.**, & Sebastian, R. T. (2025). The influence of work-integrated learning programs on the sustainable transition of graduates to the labor market. Higher Education, Skills and Work-Based Learning, 15(6), 1244-1262. <https://doi.org/10.1108/HESWBL-03-2025-0123>
2. **Mathew, G. A.**, Rao, S., Sebastian, R. T., and Philip, B. (2024). Enhancing Organisational Commitment. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-70855-8_35
3. **Mathew, G. A.**, Opika, K., and Sebastian, R. T. (2023). An Empirical Corroboration on Perceived Facilitations for Training and Affective Organisational Commitment. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-35828-9_85