



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. Reenu Mohan

Associate Professor
Department of Professional Accounting and Finance
School of Commerce, Accounting and Finance

Areas of Specialisation:

Human Resource Management, Talent Development, Training Evaluation, Consumer Behaviour, Knowledge Management

Dr. Reenu Mohan holds Phd in Competency management of entry level employees in organized retail. With more than 12 years of experience in research and teaching, her scholarly work has led to the publication of 25 research papers in international Scopus-indexed and peer reviewed journals. She is an Associate professor in the Department of Professional Accounting and Finance and teaches Human resource development, Business law, Statistics and Research Methodology at the undergraduate level. She has consistently contributed as a chair at various conferences reflecting her sustained engagement with the global research community. She has published two books and secured three patents. With a focus on helping students understand ideas promoting analytical thinking and building early research skills, the core research areas are Consumer behaviour, Human resource development, classroom management and effective pedagogies in higher education. She has coordinated the international conferences for fostering academic engagement and collaborative research.

Selected Publications:

1. Mohan, R., Chauhan, N., Leelavathi, R., & Sony, N. (2026). Turbo-Marketing Strategies and Its Impact on Consumer Behavior: A Mediated Role of Trust and Urgency. In Studies in Systems, Decision and Control (pp. 255–267). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-99470-8_29
2. Chauhan, N., Mohan, R., Gupta, N. R., Indra, S., & Kumar, A. (2024). Emotional Intelligence of Leader and Employee Performance with the Mediation of Employee Engagement Using Structure Equation Modelling—A Study in Context of IT Sector Bengaluru, India. In Studies in Big Data (pp. 483–503). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-70855-8_42
3. Mohan, R. (2019). The chatbot revolution and the Indian HR professionals. International Journal of Information and Computing Science, 6(3), 489–499. https://www.researchgate.net/publication/337783419_The_Chatbot_revolution_and_the_Indian_HR_professionals