



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. Surendhranatha Reddy C

Associate Professor
Department of Management
School of Business and Management

Areas of Specialisation:

Online Marketing, Consumer Behaviour, Social Media Marketing, Affiliate Marketing, Advertising

Dr. Surendhranatha Reddy C is the Dean of the School of Business and Management at Kristu Jayanti (Deemed to be University), Bengaluru. He is an academic leader and researcher with a strong interest in business and management education, with a focus on contemporary developments in management, entrepreneurship and marketing. His academic engagement encompasses research, teaching, curriculum development, industry-academia collaboration, and institutional development. Dr. Reddy is actively involved in promoting research-oriented learning and fostering collaborations with academic institutions, industry professionals, and international researchers. His professional interests include emerging business models, marketing, entrepreneurship, business analytics and skill-oriented management education. He contributes to the development of innovative academic programmes that integrate contemporary industry requirements with management education. In his leadership role, he is committed to strengthening research culture, interdisciplinary collaboration, experiential learning, and employability-focused education. His academic and administrative contributions reflect a continued commitment to advancing management education and creating meaningful opportunities for students and faculty to engage in impactful research and professional development.

Selected Publications:

1. **Surendhranatha Reddy, C.,** & Leelavathi, R. (2025). Reimagining classroom dynamics: the impact of AI-teacher collaboration on student engagement in higher education. *International Journal of Educational Management*, 40(1–2), 158–175. <https://doi.org/10.1108/ijem-12-2024-0843>
2. Leelavathi, R., & **Surendhranatha Reddy, C.** (2026). Building inclusive health education: innovative approaches to reach marginalized communities. *Health Education*, 126(4), 601–617. <https://doi.org/10.1108/he-09-2025-0190>
3. Manjunath, S., Leelavathi, R., **Surendhranatha Reddy, C.,** & Shilpa Rao, C. (2026). Enhancing Apparel Shopping Experience Through Virtual Reality: A Comprehensive Investigation. Springer Nature Switzerland. https://doi.org/10.1007/978-3-032-04378-8_30