

About the Editors



Dr. Madhavi K

Dr. Kappaggantula has also authored 2 books and 2 book chapters, and holds 2 patents. Her dedication to professional development is reflected in her membership in 5 professional bodies. Dr. Kappaggantula's extensive experience and contributions have made her a respected figure in her field. She can be reached at madhavi2769@acharya.ac.in for academic and professional engagements.

Dr. Madhavi K born on June 19, 1979. is esteemed academic and Associate Professor in the Department of MBA at Acharya Institute of Graduate Studies (Acharya Institutions). With a robust educational background including an MBA, M.A, M.Phil, and a Ph.D. in Analytics, Dr. Kappaggantula has specialized in analytics, bringing a wealth of knowledge and expertise to her role. With over 20 years of teaching experience, beginning in February 2004, and an additional year in industry, she has significantly contributed to academia and research for a decade. Her scholarly work includes 3 publications in Scopus-indexed journals, 1 in the Web of Science, over 20 international publications, and 10 national



Dr. Bhargava N

Dr. Bhargava N is a highly distinguished Associate Professor, enriching the MBA program at Acharya Institute of Graduate Studies, Bengaluru. With over 15 years of teaching experience, he brings a wealth of knowledge and practical insights to the classroom. Prior to joining Acharya, Dr. Bhargava honed his teaching skills at various esteemed institutions in Bangalore, fostering a well-rounded perspective on management education. Dr. Bhargava holds a Ph.D. in Management from REVA University, awarded in 2017, demonstrating his dedication to scholarly research. He earned his MBA from Sri Krishna Devaraya University in 2009 with First Class honors. His research interests delve into Marketing, Business Analytics, organizational behavior, strate-

gic decision-making, and other management-related areas, translating into engaging and thought-provoking lectures. A prolific researcher, Dr. Bhargava has authored or co-authored over 16 publications in esteemed international and national journals, including Scopus and UGC-indexed journals. He actively participates in conferences and seminars, sharing his research findings and serving in various leadership roles, demonstrating his expertise and commitment to fostering a vibrant academic community.



Dr. P Venkaiah Babu

Dr. P Venkaiah Babu born on May 8, 1984, is an esteemed academic and Associate Professor in the Department of MBA at Acharya Institute of Graduate Studies (Acharya Institutions). He is the son of Seshaiyah and Ramanjamma. Dr. Venkaiah Babu holds an MBA, a PGDBFM, and a Ph.D. in Finance, specializing in this field. With a teaching career that commenced in August 2008, Dr. Venkaiah Babu brings over 17 years of teaching experience and 4 years of research experience to his role. He joined Acharya Institute of Graduate Studies on January 19, 2023. Throughout his career, Dr. Venkaiah Babu has made significant contributions to academia with a total of 3 publications in Scopus, 1 in Web of Science, 8 international publications, and 5

national publications. He has also authored 3 books, contributed to 3 book chapters, and holds 3 patents. Additionally, he is an active member of 7 professional bodies. Dr. P Venkaiah Babu continues to inspire and mentor students, leveraging his extensive knowledge and expertise in finance to foster academic excellence