

ENTREPRENEURSHIP DEVELOPMENT



Dr. M. Kotteswaran
Dr. M. Priyanga
Dr. K. Sundaramoorthy
Dr. M. Prabhakar Christopher David



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Authors

Dr. M. Kotteeswaran

Dr. M. Priyanghaa

Dr. K. Sundaramoorthy

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**Authors: Dr. M. Kotteeswaran, Dr. M. Priyanga,
Dr. K. Sundaramoorthy, Dr. M. Prabhakar Christopher
David**

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About the Authors



Dr. M. Kotteeswaran, MBA, M.Phil., Ph.D., is a distinguished academician, researcher, and mentor, currently serving as Associate Professor and Research Supervisor in the Department of MBA, School of Management Studies, VISTAS, Chennai. With over 24 years of experience in management education, he has made notable contributions to teaching, research, and academic administration. He earned his Ph.D. in Management from Anna University with “Highly Commended” recognition. He has published 50+ research articles in Scopus, Web of Science, and UGC-CARE journals and authored 11 textbooks in key management domains. An innovator, he holds 10 national and international patents. He has guided 2 Ph.D. scholars and is mentoring 7 more. Since March 2026, he serves as a reviewer for reputed Scopus-indexed (Elsevier) and Web of Science Q2 journals. He has received several awards and contributed to global academia as an external examiner and international academic visitor.



Dr. M. Priyanga is an Assistant Professor in the Department of Commerce (Accounting and Finance) SRM- IST, Chennai, with over a six years of teaching experience. She has published more than 10 research papers in reputed national and international journals and UGC CARE. Her expertise covers Marketing, Human Resource Management, Cost Accounting and Business Management. She frequently serves as a chief guest and resource person at various academic events. Her dedication to teaching, research, and innovation has earned a strong reputation as a respected scholar and educator in Commerce.



Dr. K. Sundaramoorthy is a seasoned academician and researcher with over 10 years of teaching experience in Management Studies, currently serving as an Assistant Professor in the PG Department of Business Administration, RAAK Arts and Science College,. He holds a Ph.D. in Management and has guided numerous students in their research projects and dissertations. His expertise spans Human Resource Management, Marketing Management, Production Management, Business Organisation, Organizational Behaviour, and Strategic Management. With a strong passion for research and innovation, he has published several papers in reputed national and international journals. He has also presented his research at various academic conferences across India.



Dr. M. Prabhakar Christopher David is an accomplished academician with over 20 years of teaching experience and four years of corporate exposure. He serves as an Assistant Professor at Vels University, where he is engaged in teaching, research, curriculum development, and academic mentoring. His industry experience strengthens his ability to connect theory with practice, enhancing students’ professional competence. He earned his Ph.D. from Madurai Kamaraj University, focusing on the “Creating Shared Value” concept, contributing to strategic management and sustainable business practices. His research interests include corporate strategy, value creation, sustainability, and innovation.



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