

Author's Profile



Dr. Kabirdoss Devi is an accomplished academician, researcher, and mentor in the fields of management, finance, behavioural finance, analytics, and artificial intelligence applications in business. She currently serves as an Associate Professor at Vels Institute of Science, Technology and Advanced Studies (VISTAS), Chennai. With a strong academic foundation and a PhD qualification, she has built a reputation for combining management research with emerging technologies such as machine learning, deep learning, IoT, and data analytics. Dr. Kabirdoss Devi has authored and co-authored numerous research publications indexed in Scopus, IEEE, and international journals. Her research contributions span areas including stock market prediction using AI, employee performance analytics, HR intelligence systems, financial management optimization, predictive maintenance, behavioural finance, and consumer behaviour studies. Several of her works focus on real-time analytics and AI-driven decision-making frameworks that bridge the gap between academic theory and industry practice. Apart from research, she is actively involved in mentoring students, organizing academic initiatives, and promoting innovation-driven learning environments. Her professional presence on platforms like LinkedIn reflects her dedication to student development, financial literacy, leadership, and interdisciplinary education. Recognized for her academic engagement and research productivity, Dr. Kabirdoss Devi continues to contribute significantly to contemporary management education and technology-enabled business research in India.



Dr. A S SathishKumar has over 15+ years of experience in academia and 3 years of industry experience in Operations and HR. He has developed curriculum and taught at the undergraduate, postgraduate, and professional levels in Operations, Analytics, HR, and other management courses. His area of interest includes Quality Management Practices and Techniques, Operations, Supply Chain Management, Analytics, Labour Laws, and HR. He has more than 25 publications in reputed national and international journals in the areas of Quality Management Practices and Techniques, Operations, Supply Chain Management, and HR out of which 13 publications are indexed. He has attended and presented papers at various National and International Conferences including IIM, Bangalore, and other reputed institutions. He has edited a book titled "Business Management Using Machine Learning and Deep Learning". He has also conducted training programs for students in Excel, SPSS, and Project Management. He has also completed online learning courses and got certified in different courses like Six Sigma, Project Planning and Control, Manufacturing Strategy, Project Management, Safety and Risk Analytics, Production and Operations Management. He holds a Ph.D. in Management, UGC - NET (HR & Labour Laws) Qualified, MBA in HR, M.Sc., in Applied Psychology, and a Bachelor in Engineering.



Dr. K.A. Arokia Raj, B.Com., MBA, M.Phil, Ph.D. is an Assistant Professor in the Department of Management Studies at St. Joseph's College of Engineering, Chennai. Has 17 years of experience both in Engineering and Arts & Science colleges. Completed his Undergraduate in University of Madras, PG in Marketing & HR in Vellore Engineering College, Affiliated to Anna University, M.Phil (Management) in Madurai Kamaraj University and Ph.D. in Marketing - Buyer Behaviour from Bharathidasan University, Tiruchirappalli. Has attended various Workshops, Seminars and FDPs. Has handled various subjects like Marketing Management, Human Resource Management, Economics for Business Environment, Legal Aspects of Business, Research Methodology, Information Management, Consumer Behaviour, Retail Management, Services Marketing, Business Policy and Strategic Management, Labour Legislations, Industrial Relations and Labour Welfare and International Business Management.



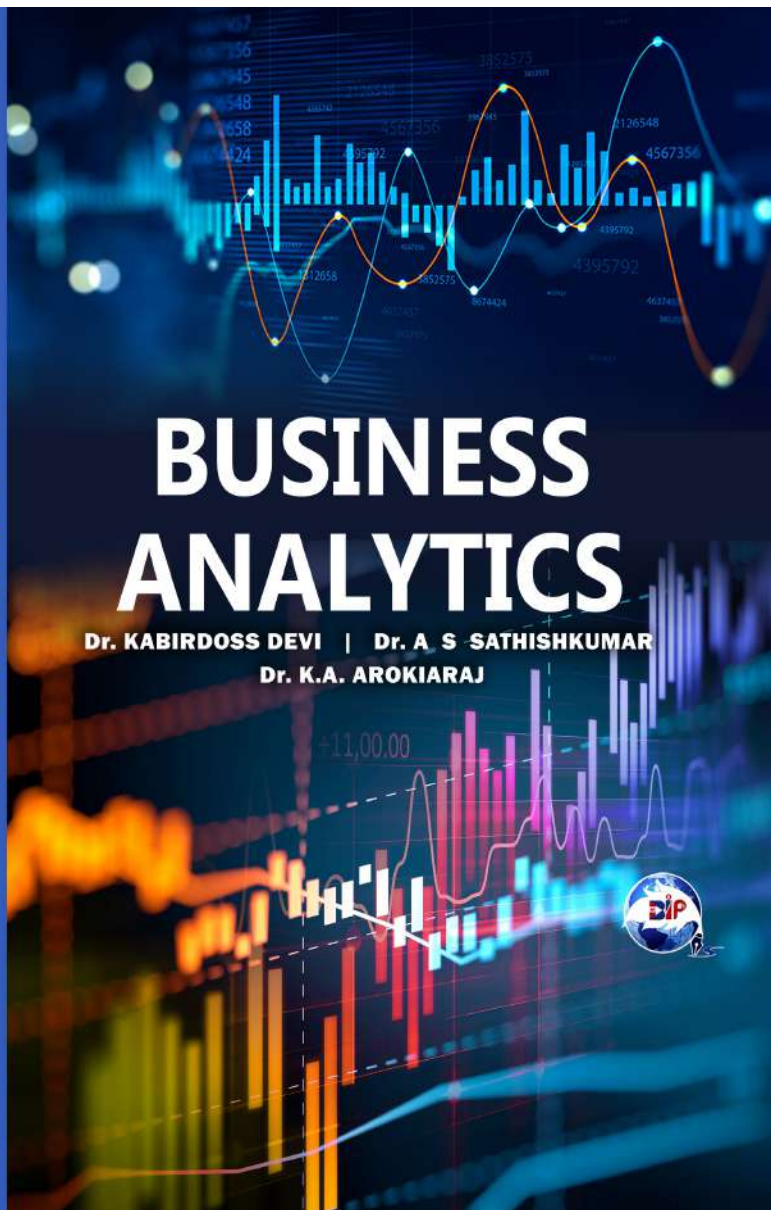
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