

Faculty Profile

Name : Dr.R.V. Suresh

Designation : Associate Professor

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Brief Profile:

A results-oriented academic and researcher with over two decades of experience in higher education and industry, he specializes in Marketing and Human Resource Management. He has published research articles, book chapters, authored three books, secured national and international patents, and served on editorial boards. An award-winning educator, he has held several academic leadership roles and is a recognized Ph.D. guide and doctoral committee member.

Academic Qualification:

Qualification	Degree	Institution/University
Ph.D.,		Dravidian University
PG	MBA	Madurai Kamaraj University
UG	B.Sc.	Madurai Kamaraj University

Functional Area (s):

- Marketing
- Human Resources Management

Professional Experience:

- Academic (yrs): 24 Years
- Industry (yrs): 3 Years
- Research (yrs): 7 Years

Research & Teaching Interests:

- Consumer behaviour
- Entrepreneurship and
- Sustainable business

Publications (APA style):

Journals:

- Suresh, R. V., et al. (2017). Restructuring as a management strategy for strengthening and repositioning of regional rural banks (RRBs) in India: An evaluation. *International Journal of Applied Business and Economic Research*, 15(12), 333–347. ISSN 0972-7302. (Scopus-indexed at the time of publication).
- Suresh, R. V. (2022). The role and performance of export of coffee from Indian instability and development perspectives. *Central European Management Journal*, 30(3), 1484–1488.
- Suresh, R. V., et al. (2023). Impact of supply chain management components on the organizational performance of manufacturing enterprises. *Journal of Data Acquisition and Processing*, 38(2), 4501–4512. <https://doi.org/10.5281/zenodo.777491>
- Suresh, R. V. (2024). An analytical study on factors affecting adoption of e-commerce for the tourism industry. In *E-Commerce, Marketing, and Consumer Behavior in the AI Era* (pp. 103–126). IGI Global. <https://doi.org/10.4018/979-8-3693-5548-0.ch006>
- Suresh, R. V. (2025). Digitalization and circular economy: Pioneering sustainable policies for climate change mitigation and 2030 sustainable development goals. In *Effects of Digitalization and Circular Economy on Sustainable Policy and Climate Change Prevention* (pp. 151–180). IGI Global. <https://doi.org/10.4018/979-8-3693-9909-5.ch006>
- Suresh, R. V. (2025). Best practices and practical applications. In *Enhancing School Counseling With Technology and Case Studies* (pp. 341–362). IGI Global. <https://doi.org/10.4018/979-8-3693-8392-6.ch013>
- Suresh, R. V., et al. (2025). Transforming HR practices with AI to boost employee retention in marketing and finance. In *Proceedings of the 2025 International Conference on Technology Enabled Economic Changes (InTech)* (pp. 1401–1406). IEEE. <https://doi.org/10.1109/INTECH64186.2025.11198207>
- Suresh, R. V., et al. (2025). A novel fusion approach based on RF and XGB for detecting fake reviews on e-commerce platforms. In *Proceedings of the International Conference on*

Computing Technologies & Data Communication (ICCTDC 2025). IEEE.
<https://doi.org/10.1109/ICCTDC64446.2025.11157998>

- Suresh, R. V., et al. (2025). Artificial intelligence with emotional intelligence via Hume AI techniques. In *Proceedings of the 3rd International Conference on Sustainable Computing and Data Communication Systems (ICSCDS 2025)*. IEEE.
<https://doi.org/10.1109/ICSCDS65426.2025.11166916>
- Suresh, R. V. (2026). Revolutionizing supply chains in Indian industries with AI, IoT, blockchain, and big data analytics: Enhancing visibility, agility, and resilience. In *Crisis Preparation Strategies and Developing Resilient Supply Chains* (Chap. 4, pp. 75–106). IGI Global. <https://doi.org/10.4018/979-8-2600-1855-2.ch004>
- Suresh, R. V. (2026). Beyond Industry 4.0: A systematic approach of entrepreneurial success factors in the era of Industry 5.0. In A. Gadicha, R. Kumar, & S.-L. Peng (Eds.), *Industry 5.0*. Auerbach Publications (Taylor & Francis).

BOOKS:

Editorial Board Member / Edited Books

- Suresh, R. V. (Assoc. Ed.). (2025). *Emerging Trends in Interdisciplinary Research*. Scriptora International Publications. <https://doi.org/10.25215/8198963324>
ISBN: 978-81-989633-2-1
- Suresh, R. V. (Assoc. Ed.). (2024). *Dimensions of Discovery: The Multidisciplinary Research Paradigm*. Scribe & Scroll Publishing. <https://doi.org/10.25215/9348701592>
ISBN: 978-93-48701-59-6
- Suresh, R. V. (3rd Ed.). (2024). *Contemporary Challenges in Sustainable Business Management Practices* (Vols. I–II). Shanlax Publications.
ISBN: 978-93-6163-638-7
- Suresh, R. V. (5th Ed.). (2022). *A Paradigm Shift in Marketing: Creating Value for a More Sustainable Future*. Princeton Press.
ISBN: 978-920-5-20216-7
- Suresh, R. V. (Lead Ed.). (2022). *Emerging Innovations in Social Science*. International Weser Book Publication.
ISBN: 978-3-96492-398-1

- Suresh, R. V. (Co-Ed.). (2022). *Multidisciplinary Research Trends* (Vol. 2). Red Shine Publication. <https://doi.org/10.25215/9394727825>
ISBN: 978-93-94727-82-3
- Suresh, R. V. (Assoc. Ed.). (2023). *Problems and Prospects of Agriculture*. Lambert Academic Publishing.
ISBN: 978-620-5-52786-3

Book Authorship

- Suresh, R. V. (2026). *Commerce 5.0: AI, Ethics and Future of Business*. Paradox International Publications. <https://doi.org/10.59646/638>
ISBN: 978-93-7183-480-3
- Suresh, R. V., et al. (2025). *Transforming Teaching and Learning with AI*. Scribe & Scroll Publishing. <https://doi.org/10.25215/9348701215>
ISBN: 978-93-48701-21-3
- Suresh, R. V., et al. (2024). *Innovative Research Methods: A Practical Guide for Modern Researchers*. Zykra Publications Pvt. Ltd. <https://doi.org/10.25215/8198391738>
ISBN: 978-81-983917-3-5
- Suresh, R. V., et al. (2022). *Entrepreneurship Development*. Flying Hands Publications.
ISBN: 978-81-954999-1-5
- Suresh, R. V., et al. (2022). *A Paradigm Shift in Marketing: Creating Value for a More Sustainable Future*. Princeton Press.
ISBN: 978-920-5-20216-7
- Suresh, R. V., et al. (2022). *Service Marketing*. Scientific International Publishers.
ISBN: 978-93-5625-421-3

BOOK CHAPTERS (INDEX) (MAX RECENT 10): NOT INDEXED

- **Accepted (In Press, IGI Global)** Suresh, R. V., Driving environmental change: Insights from communities leading the renewable energy revolution. In *Empowering Resilient Communities Through Climate Action, Renewable Energy, and Waste Management*. IGI Global. (Scopus-indexed book; chapter accepted.)
- **Accepted (In Press, IGI Global)** Suresh, R. V., Revolutionizing supply chains in Indian industries: Harnessing AI, IoT, blockchain, and big data analytics for greater visibility, agility,

and resilience. In *Crisis Preparation Strategies and Developing Resilient Supply Chains*. IGI Global. (Scopus-indexed book; chapter accepted.)

- Suresh, R. V. (2024). Innovative strategies for sustainable business growth. In *Bridging Disciplines: Exploring Multidisciplinary Research Frontiers*. Red Unicorn Publishing Pvt. Ltd. <https://doi.org/10.25215/9358096381.2> ISBN: 978-93-5809-638-5
- Suresh, R. V., et al. (2021). Competency assessment tools: 360 performance appraisal system and issues faced by employees. In *Competency Mapping: A Tool in Monitoring Employee Performance* (pp. 15–23). MTC Global, Bangalore. ISBN: 978-93-5578-597-8
- Suresh, R. V., et al. (2022). Tourism marketing in an era of paradigm shift. In *A Paradigm Shift in Marketing: Creating Value for a More Sustainable Future* (pp. 25–33). Princeton Press, Overland Park, KS, USA. ISBN: 978-920-5-20216-7
- Suresh, R. V., et al. (2022). Stress management among women employees in IT sector. In *The Handbook of Emerging Trends in Business Management* (pp. 10–19). Bonfring. ISBN: 978-93-92537-22-6
- Suresh, R. V., et al. (2022). A study on factors influencing consumer preference towards organic food products. In *Multidisciplinary Studies: Prospects and Problems in Modern Era* (pp. 1–7). Princeton Press, Overland Park, KS, USA. ISBN: 978-920-5-20223-5
- Suresh, R. V. (2023). Multigenerational marketing: A deep dive into approaches for Gen Z and beyond. In *Confluence of Curiosity: Multidisciplinary Explorations in Modern Research* (pp. 53–62). Sunshine Publication. <https://doi.org/10.25215/935879799> ISBN: 978-93-5879-799-2
- Suresh, R. V. (2025). Smart cities and IoT: Innovations for urban sustainability. In *Contemporary Challenges in Multidisciplinary Research: A Collaborative Approach* (pp. 60–72). Infinity Publication. <https://doi.org/10.25215/938947695X.10> ISBN: 978-03-89476-95-8
- Suresh, R. V. (2025). The rise of digital fashion: Analysing virtual fashion and augmented reality. In *Contemporary Challenges in Multidisciplinary Research: A Collaborative Approach* (pp. 73–84). Infinity Publication. <https://doi.org/10.25215/938947695X.11> ISBN: 978-03-89476-95-8
- Suresh, R. V. (2024). Adaptability of customers for digital banking. In *Contemporary Management Research Practices* (Vol. 2, Chap. 6, pp. 71–82). First Book Publishing, Madurai. ISBN: 978-93-92151-27-9

- Suresh, R. V. (2024). Consumer perception towards food resale of cancelled orders through food delivery apps. In *Contemporary Management Research Practices* (Vol. 2, Chap. 12, pp. 151–164). First Book Publishing, Madurai. ISBN: 978-93-92151-27-9
- Suresh, R. V. (2024). Determinants of individuals' intentions to pursue entrepreneurship. In *Contemporary Management Research Practices* (Vol. 2, Chap. 17, pp. 221–230). First Book Publishing, Madurai. ISBN: 978-93-92151-27-9
- Suresh, R. V. (2024). Market potential for electric motorcycles and key drivers of adoption. In *Contemporary Management Research Practices* (Vol. 2, Chap. 25, pp. 323–336). First Book Publishing, Madurai. ISBN: 978-93-92151-27-9
- Suresh, R. V. (2025). AI-powered chatbots: Their impact on consumer service efficiency. In *Intersecting Realms: New Dimensions in Multidisciplinary Research* (Vol. 1, Chap. 21). Scribe & Scroll Publishing. <https://doi.org/10.25215/9348701223.21> ISBN: 978-93-48701-22-0
- Suresh, R. V. (2025). The future of smart hotels: Integrating IoT and AI for a seamless guest experience. In *Intersecting Realms: New Dimensions in Multidisciplinary Research* (Vol. 1, Chap. 22). Scribe & Scroll Publishing. <https://doi.org/10.25215/9348701223.22> ISBN: 978-93-48701-22-0

PAPER PRESENTATIONS IN CONFERENCES:

- Paper on “A Systematic Approach on Emotional Intelligence in the age of AI: A Review and Evaluation Study” International Conference on Smart Technologies for Sustainable Development Goals organised by SA Engineering College, Chennai on 6-8, Nov. 2024
- Paper on “A Novel Fusion Approach Based on RF and XGB for Detecting Fake Reviews on E-Commerce Platforms “ International Conference on “Computing Technologies & Data Communication, organised by Malnad College of Engineering, Hassan, Karnataka on July 04 - 05, 2025
- Paper on “Artificial Intelligence with Emotional Intelligence via Hume AI Techniques” International Conference on Sustainable Computing and Data Communication Systems organised by Sengunthar Engineering College, Erode on 06-08 August 2025

- Paper on “Transforming HR Practices with AI to boost Employee Retention in Marketing and Finance” International Conference on Technology Enabled Economic Changes (InTech) organised by Tashkent, Uzbekistan on 27th – 28th Feb. 2025

CONFERENCES ATTENDED:

- “Impact of Customer Perception on the Quality of E-Services in Nationalised Banks” International Conference on “Navigating the Fintech Frontiers: Enriching Customer Experience” organized by Sri Ramakrishna College of Arts & Science for Women, Coimbatore and Quest International University, Malaysia on 07th October, 2023
- “Leverages Effect on the Profitability of the Indian Banking Industry” International Conference on VUCA to BANI Navigating the Transition in Business and Society organised by Jamal Mohamed College, Trichy on 10th & 11th February, 2024
- “Customer Satisfaction towards Selected Roadside Vendors” International Conference on “Contemporary Challenges in Sustainable Business Management Practices” Organised by Gnanam School of Business, Thanjavur on 30th April, 2024
- International Conference on “Art of Writing and Publishing Scopus Indexed Research Paper” organized by SRM Institute of Science and Technology, Ramapuram Campus on 28th July, 2025
- International Conference on “Innovation, Strategy and Entrepreneurship” held at Hallmark Business School, Trichy on 6th March, 2026

FDPS/MDP/WORKSHOPS ATTENDED:

- Two-days FDP on “Critical and Creative Thinking Skills” organized by Michael Job Memorial College of Education for Women, Coimbatore on 5th & 6th August, 2024
- Two-days Workshop on “Teaching in the New Age: Innovative Teaching Methods” organized by Happy Valley Business School, Coimbatore on 8th & 9th August, 2024
- 5-Day Virtual Workshop on “Advanced Statistical Techniques for Data Analysis using R and Samrat PLS” organized by The Oxford College of Engineering, Bangaluru from 1st July to 5th July, 2024
- 7-Day online workshop on “Research Methodology and Publication Ethics” organized by Star International Foundation for Research and Education, Tiruchengode from 05th March to 11th March, 2025
- 1-Day FDP on “Data Science for Business Intelligence” organized by Nehru College of Management, Coimbatore on 7th November, 2025

- 2-Days workshop on “Writing Quality Research Papers Using Agentic AI and Large Agentic Models” organized by Nehru Institute of Information Technology and Management, Coimbatore on 13th & 14th November, 2025
- Five-Days FDP on Mutual Funds organized by ICT Academy from 29th June, 2026 to 03rd July, 2026.

PATENTS/PROJECTS:

a) Indian Patent Publications

Sl. No.	Application Reference No.	Date of Publication	Patent Title
1	202141044309	15.10.2021	Trends in Export, Growth and Challenges in the Indian Textiles and Apparels (T&A) Sector
2	212141050827	19.11.2021	Research on the Opportunities, Major Issues, Challenges and Development of the Indian Dairy Sector
3	202141054730	10.12.2021	Design of Marketing Communication According to the STDC Framework
4	The Patent Office Journal No.22/2024	31/05/2024	Customer Relationship Management platform with personalized marketing automation for e-commerce business

b) Indian Patent Design Grant

Sl. No.	Application Reference No.	Date of Filing	Date of Publication	Patent Title
1	359650 – 001	01/03/2022	09/05/2022	Smart Management of Transport for ATV and Motorcycle Trailer
2	367574 – 001 Journal No.2/2024	CBR No.203697 / 11.07.2022	12/01/2024	A Novel Management of Water Purification System: A Portable Device with TDS Measuring Display and Controller

c) International Patent Grant (Germany):

Sl. No.	Application Reference No.	Date of Filing	Date of Publication	Patent Title
1	20 – 2022 – 100 – 435 – 8 G11311DE / 108972623	25/01/2022	24/03/2022	An Intelligent Management System for Fraud Protection in Membership Transfers for Mobile Application Facilities

Distinctions/Awards:

- Faculty of Academic Excellence Award by Vivekananda College of Arts and Science (Women), Thiruchengode in Association with Avinashilingam Institute for Home Science & Higher Education for Women, Coimbatore and Dhaka International University, Bangladesh received during **International Conference on 11/05/2022** Sponsored by IIC (MHRD) & AICTE