

Name: Dr. ARUNDATHI KL
Designation: Assistant Professor
Qualification: B. Tech, MBA, EC-BA(IIM-V), PhD.,
Specialization: Business Analytics | Marketing
Academic Experience: 11+ Years
Industry Experience: 1+ Years



Dr. Arundathi K. L. is an Assistant Professor in the Department of Management Studies at Dayananda Sagar College of Arts, Science and Commerce, Bengaluru. She holds a PhD in Management from the University of Mysore with research focused on emotional branding of FMCG brands and its influence on brand commitment and customer satisfaction. She also holds an Executive Certification in Business Analytics and Data-Driven Decision Making from the Indian Institute of Management Visakhapatnam. She also holds an MBA in Marketing and B.Tech in Textile Technology from Visvesvaraya Technological University. With over twelve years of professional experience, including more than eleven years in academia and one year in industry, her teaching and research interests span Business Analytics, Statistics, Operations Research, Marketing, and Data-Driven Decision Making. She is proficient in analytical and statistical tools such as Python, SPSS, KNIME, and advanced MS Excel for data analysis and modeling.

She has published several research papers in national and international journals, including Scopus-indexed publications, and has presented papers at various national and international conferences. She has also co-authored a book on Data Analytics and actively contributes to academic administration through roles such as internship and project coordination. Her research interests include emotional branding, analytics-driven decision making, artificial intelligence in management, and marketing analytics.

PUBLICATIONS

- Gokula Krishnan, S., C. Mugilan, and **Arundathi, KL** (2025). The Green Illusion: Misleading Marketing and EV Adoption – An Empirical Study. *International Journal of Management and Development Studies*, 14(10), 88-107, <https://doi.org/10.53983/ijmds.v14n10.010>
- S Gokula Krishnan & **Arundathi, KL** (2025). Evaluating The Effectiveness of Generative AI in Strategic Workforce Planning and Workflow Design: A Case-Based Study Using ChatGPT for HR Managers. *Journal of Research in Business and Management*, 13(9), 82-94. <https://doi.org/10.35629/3002-13098294>
- Krishnan, S. G., & **Arundathi, K. L.** (2024). Moderating Role of Data Driven Decision Making on the Relationship between Reverse Logistics and Firm Performance-A Development of Conceptual Framework. *Asian Journal of Economics, Business and Accounting*, 24(12), 384-406. <https://doi.org/10.9734/ajeba/2024/v24i121616>

- **Arundathi, KL., & Ganesh Babu (2024).** Impact of Emotional Branding on Brand Trustworthiness with mediating role of Brand Commitment. *Journal of Business Management and Information Systems*, 11(2), 1–13.
<https://doi.org/10.48001/jbmis.1102001>
<https://ugccare.unipune.ac.in/Apps1/User/WebA/ViewDetails?JournalId=101002654&flag=Search>
- **Arundathi, KL., & Ganesh Babu (2024).** Emotional Brand Attachment Measurement Scale (EBAMS): Scale Validation. *Educational Administration: Theory and Practice*, 30(1), 3281–3293. - SCOPUS INDEXED
<https://doi.org/10.53555/kuey.v30i1.7126>
<https://www.scopus.com/sourceid/21100943319>
- **Arundathi, KL., Ganesh Babu, M., & Gokula Krishna, S.(2023).** A Literature Review on Emotional Branding and Its Antecedents, *South India Journal of Social Sciences* ISSN: 0972 – 8945 21 (39), 26-33
- Gokula Krishnan, S., R. Satheehkumar, & **Arundathi, KL.,** (2023). Impact of Employee Communication and Person Organization Fit on Employee Retention, *South India Journal of Social Sciences*, 21(39), 20-25
- Gokula Krishnan, S., **Arundathi KL,** R. Satheehkumar, & Sushma Rawath (2023). A study on the Role and Impact of Artificial Intelligence in Recruitment Processes: The Perspective of HR Professionals. *SeyBold Report*. 18(3), 236-248. SCOPUS INDEXED
<https://seyboldreport.net/abstract-2023/5-236.html>.
<https://www.scopus.com/sourceid/5000159102>

Number of Conferences(National/International) attended: 8

Number of online certification courses completed: 11 (Successfully completed several online certification courses in Predictive Analytics, Business Analytics and Text Mining using Python, Data Analytics with Cognos (IBM SkillsBuild), Google Analytics for Beginners, Digital Marketing (Google), Industry 4.0 (Tata Steel), and Academic Writing through SWAYAM/NPTEL platforms.)

Number of FDP/Workshops Attended: 19