



**DR. R. ARUN**

**ASSISTANT PROFESSOR**

Dr. R. Arun is a distinguished academic and researcher in Business Management, serving as an Assistant Professor in the Department of MBA at St. Joseph's College of Engineering, Chennai. With over 15 years of teaching and research experience, Dr. Arun has made significant contributions to academia, having presented over 60 papers at national and international conferences and published more than 42 articles in reputed journals indexed in SCOPUS, Web of Science, and UGC Care. He has garnered over 520 citations on Research Gate and 530 on Google Scholar, reflecting the impact of his work.

Dr. Arun also plays an active role in academic service, serving as a reviewer for esteemed journals and conferences, and holding positions on the Editorial Advisory Board of several journals, including The International Journal on Interactive Design and Manufacturing (IJIDeM) by Springer and The International Journal of Information Systems and Supply Chain Management (IGI Global). His influence spans across journals indexed in Compendex, INSPEC, and Web of Science Emerging Sources Citation Index (ESCI). He has received numerous accolades, including the Best Scientist Award 2023, Best Faculty Award 2023, Best Volunteer Award 2016, and Global Achievement Award 2022.

Dr. Arun's research has also been supported by grants, including a UGC-SERO-funded project with a sanction of ₹2,55,000. In addition to publishing, Dr. Arun has authored two books and filed two patents. His research interests cover a wide range of areas including Marketing, **HRM**, Digital Marketing, Financial Services, Entrepreneurial Development, Supply Chain, and Consumer Behavior.

SCOPUS LINK : <https://www.scopus.com/authid/detail.uri?authorId=58810988700>

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