



DR. R. MONISHA

ASSISTANT PROFESSOR

Dr. R. Monisha is an enthusiastic and dedicated faculty member in the Department of Management Studies. She holds a PhD from Tamil Nadu State Open University, an M.Phil from Vels University, an MBA from Anna University, and a B.Com from Madras University. Additionally, she is SLET Qualified. With seven years of teaching experience garnered from esteemed Arts and Sciences Colleges in Chennai, Dr. Monisha has established herself as a proficient educator. She has contributed significantly to academia through publications in international peer-reviewed journals, including those indexed in Scopus and UGC Care. Moreover, she has presented papers at numerous prestigious national and international conferences, showcasing her expertise and research acumen.

Dr. Monisha's research interests span across Human Resource Management and Marketing, with a focus on areas such as Neuro Marketing, Sustainable Marketing, Hybrid Work, Diversity & Inclusion. Her dedication to advancing knowledge in these domains underscores her commitment to academic excellence.

SCOPUS: <https://www.scopus.com/authid/detail.uri?authorId=60003737100>

ORCID: <https://orcid.org/0009-0005-5667-8755>

GOOGLE SCHOLAR: <https://scholar.google.com/citations?user=f8kc0zAAAAAJ&hl=en>

9940346592

monishar@stjosephs.ac.in