

Eeshaashri R is an accomplished academician, researcher, and management educator with extensive experience in higher education, specialising in Marketing, Human Resource Management, and Entrepreneurship. She has served in academia for 10 years, progressing through teaching and academic leadership roles, and is currently serving as an Assistant Professor. She also holds 2 years of Corporate working experience as an HR executive.

With a strong commitment to teaching and student development, she has handled various Management subjects. She has successfully mentored and guided numerous students in their internships, projects, and Master's dissertations, encouraging them to develop practical, analytical, and research-oriented perspectives.

She is also a Ph.D. Research Scholar in Marketing and has actively contributed to the field of research through scholarly publications, including research papers published in Scopus-indexed journals.

Beyond teaching and research, she has actively contributed to academic activities, student engagement initiatives, curriculum-related activities, seminars, quizzes, conferences, and institutional programmes. She believes in creating an engaging learning environment that bridges theoretical knowledge with practical industry perspectives.

Her professional journey reflects a strong commitment to academic excellence, research, student mentoring, continuous learning, and institutional development. She aspires to contribute meaningfully to the academic community by nurturing future management professionals and promoting research-driven and value-based education.