

Dr. Anjali K. V. – Professional Profile

Dr. Anjali K. V. is an accomplished academician and management professional with a strong blend of industry and academic experience. With a passion for teaching, research, and student development, she has consistently contributed to management education by integrating industry insights with academic excellence.

She began her professional career as a **Business Development Manager at Manvish Info Solution**, where she gained practical experience in business development, client relationship management, strategic planning, and organizational growth. She subsequently joined **Star Health and Allied Insurance Co. Ltd.** as an **Assistant Branch Manager**, where she developed expertise in operations management, customer relationship management, team leadership, and insurance services.

Driven by her passion for teaching and mentoring young professionals, Dr. Anjali transitioned into academia by joining the **Bangalore Institute of Management Studies (BIMS)** as an **Assistant Professor**. This marked the beginning of her academic career, during which she actively contributed to teaching, curriculum delivery, student mentoring, and institutional development. Simultaneously, she pursued and successfully completed her **Doctor of Philosophy (Ph.D.)**, earning her doctorate while balancing her academic and research responsibilities.

During her tenure at **Bangalore Institute of Management Studies (BIMS)**, she also served as the **Head of Placements**, where she played a significant role in enhancing students' employability and strengthening industry-academia collaboration. Through strategic industry networking, career guidance, placement training, campus recruitment drives, and corporate engagement initiatives, she contributed to securing placement opportunities for **over 1,000 students** across diverse industries. She also coordinated numerous corporate interactions, career development programs, and skill enhancement initiatives that prepared students to meet evolving industry expectations.

Dr. Anjali has a strong inclination towards research and scholarly activities. She has published several research papers in reputed national and international journals, including **Scopus-indexed journals** and journals published by **Taylor & Francis**. Her research interests include **Marketing Management, Human Resource Management, Consumer Behaviour, Entrepreneurship, Digital Marketing, Artificial Intelligence in Business, Business Analytics, and Emerging Business Technologies**. She has also presented research papers at national and international conferences and actively participates in faculty development programmes, workshops, and seminars to continuously enhance her academic and research capabilities.

She is currently serving as an **Assistant Professor in the Department of Master of Business Administration (MBA) at RNS Institute of Technology (RNSIT), Bengaluru**. In her present role, she is involved in teaching postgraduate management students, mentoring future business leaders, guiding student projects, conducting research, organizing academic and industry-oriented activities, and contributing to institutional quality initiatives. She is committed to creating an engaging learning environment that combines theoretical knowledge with practical business applications.

With a unique combination of corporate exposure, academic excellence, research contributions, and extensive experience in student placement and mentoring, Dr. Anjali K. V. continues to inspire aspiring management professionals. Her dedication to quality education, impactful research, industry collaboration, and holistic student development reflects her commitment to shaping competent, ethical, and future-ready business leaders.