

Faculty Profile



Name: Prof. Chinmoy Kumar

Designation: Associate Professor

Brief Profile

Prof. Chinmoy Kumar is presently engaged as an Associate Professor in the area of Business Analytics. He holds a Ph.D. and brings with him over two decades of expertise in academic research and teaching. Prof. Kumar has published over 30 technology focused business case studies, research papers and industry articles. He has also authored a book on E-governance. He has served as a resource person in over twenty programs and workshops across academic, industry and government platforms and has participated in a similar number of academic and industry conferences. His teaching and research interests span business analytics, data science, emerging technologies, business models and e-governance for sustainable development. At SCMS, he also represents the Centre of Proficiency Enhancement (COPE) – Business Analytics, where he drives student experiential learning through hands-on analytics projects and activities. The Centre collaborates with leading global platforms to support MBA students in developing future-ready analytics skills. He is also actively involved in doctoral supervision of five research scholars, and serves as a peer reviewer of two Scopus-indexed Emerald journals, Emerging Markets Case Studies and The CASE Journal .

Subjects Taught at SCMS

- Introduction to Business Analytics
- Business Research Methods
- Information Systems
- Data Management Systems
- Data Science Fundamentals
- Predictive Analytics Using R

Publications

Industry publications (as a regular contributor)

- Kumar, C. (2025). How open source is augmenting quantum machine learning. *Open Source For You*, 13(12), 52–54.
- Kumar, C. (2025). Observability: Indispensable for modern DevOps. *Open Source For You*, 13(11), 54–57.
- Kumar, C. (2025). Data as a product: The new paradigm. *Open Source For You*, 13(10), 51–55.
- Kumar, C. (2025). Serverless containers: Exploring emerging trends. *Open Source For You*, 13(9), 47–50.

Research papers

- Singh, R., & Kumar, C. (2025). IT and analytics: Driving sustainable architecture in India. *European Economic Letters*, 15(2).
- Padmakumar, B., & Kumar, C. (2025). Barriers to software entrepreneurship: Exploring the factors affecting startup hesitation. *Journal of Informatics Education and Research*, 5(2), 388.
- Shelat, A. K., Kumar, C., & Ganesh, S. (2025). Assessing CMMI Level 3 adoption: Interview and survey-based evidence from IT organizations. *Journal of Information Systems Engineering and Management*, 10(2), 802–816.
- Madhusudhan, T., & Kumar, C. (2025). Addressing employee-centric risks in post-merger integration: A framework for sustainable growth in NBFCs. *Economic Sciences*, 21(1).
- Shelat, A. K., & Kumar, C. (2024). An introduction to a process improvement framework—CMMI: Capability maturity model integration. In *LEAPTECH Conference 2024 Proceedings* (p. 214).
- Padmakumar, B., & Kumar, C. (2024). An exploratory study of software startup companies. In *LEAPTECH Conference 2024 Proceedings* (p. 196).
- Mehta, M. C., & Kumar, C. (2020). A review of select innovations and emerging trends in e-governance. *International Journal of Research in Engineering, Science and Management*, 3, 65–68.

- Mehta, M. C., & Kumar, C. (2020). A discussion on e-governance initiatives for disabled citizens. *International Journal for Research in Applied Science & Engineering Technology*, 8, 2036–2042.
- Kumar, C. (2019). Emerging paradigms in corporate wellness. *Human Capital*, 22(11), 50–53.

Book Chapters

- Hebbar, P. V., Srivathsa, S., Mahalakshmi, B., Gouda, A. S., Thushar, M., & Kumar, C. (2025). A study on movie consumption trends and viewer preferences in Bengaluru. Helmand Books.
- Padmakumar, B., & Kumar, C. (2025). Understanding differences in product-oriented and service-oriented software companies: An empirical study using the knowledge-based view approach. AkiNik Publications.
- Padmakumar, B., & Kumar, C. (2025). Exploring key drivers of software startup success: An entrepreneurial ecosystem approach. Integrated Publications.
- Kumar, C. (2024). Could ChatGPT outmanoeuvre Google? In *Emerging Trends of Technological Innovations in Startups* (pp. 145–149). Narosa Publishing House.
- Kumar, C. (2020). Emerging human resource challenges in a pandemic world: The survival strategies and future roadmaps for growth and sustenance. In *A Book of Selected Cases* (Vol. 25, pp. 102–125). MTI, Steel Authority of India Ltd.
- Goswami, R., & Kumar, C. (2007). Investors hate a matured Google. In *Proceedings of the 10th International Annual Convention on Strategic Management*. SMF. IIT Bombay. Allied Publishers.

Business Case Studies

- Goswami, R., & Kumar, C. (2008). New-age dotcoms: Creative destruction or digital anarchy? In *Creative Destruction: The Way to Progress* (pp. 53–89). IUP.
- Kumar, C. (2006). Acer’s positioning in the Indian laptop segment. *The Marketing Mastermind*. IUP.
- Kumar, C. (2006). Indian Railways: IT innovations in passenger services. *The IUP Journal of Services Marketing*.
- Kumar, C., & Goswami, R. (2006). AOL: The shift towards free services. *The Case Centre*.
- Kumar, C. (2006). Sun’s acquisition of Storagetek. *IBSCDC*.
- Kumar, C. (2006). Imation: A leading name in data storage. *The Case Centre*.
- Kumar, C. (2006). Seagate’s acquisition of Maxtor. *The Case Centre*.
- Kumar, C. (2006). The US wireless industry in 2005. *The Case Centre*.
- Kumar, C., & Goswami, R. (2006). The DVD format war. *IBSCDC*.
- Kumar, C. (2006). Sandisk: Growth opportunities in emerging markets. *The Case Centre*.
- Kumar, C. (2006). Palm’s growth strategies. *The Case Centre*.
- Kumar, C. (2006). The Adobe–Macromedia merger. *The Case Centre*.
- Kumar, C. (2005). Rural banking: Shifting paradigms. *Professional Banker*. IUP
- Kumar, C. (2005). Verisign’s continuing monopoly. *The Case Centre*.
- Kumar, C. (2005). The search engine war: Can Google sustain the lead? *IBSCDC*.

Monograph

Kumar, C. (2023). *E-governance for citizen empowerment: Perspectives & practices*. The Learning Network. ISBN 978-93-5768-235-0

Consulting

Successfully completed a USD 1,000 project as a freelance Research Analyst for HR.com in 2022

Awards and Achievements

Finalist, Dataiku Frontrunner Awards 2023 – Community Choice Category
 Finalist, “Anubhav” Case Study Competition 2020 – MTI, Steel Authority of India Limited & NHRD
 Best Business Case Study Award, SMF International Convention 2007 – IIT Bombay

Email: chinmoykumar-scms@dsu.net.in

LinkedIn: <https://in.linkedin.com/in/chinmoykumar>

Institution: School of Commerce & Management Studies (PG), Dayananda Sagar University, Bengaluru, India