

## Core Faculty Profile



**Dr K N Amarnath**  
PhD (Management)  
Professor of Practice  
SCMS-PG DSU

## Brief Profile

Accomplished data analytics professional with impressive career credentials of over three decades across various sectors. Versatile making noteworthy recommendations for strategic decision making. Senior Research Analyst with deep insight into market trends and business scenarios driving at effective market positioning. Key contributor for several product launches. Advisor providing crucial inputs across industry segments. Distinction of imparting sound counsel with strong functional domain expertise. Peak customer-service-orientation imparting holistic solutions. Collaborative team leader integrating cross-functional teams towards customer-service-excellence.

My passion for teaching data analytics stems from its power to transform raw data into actionable insights, with statistics as the foundational cornerstone. In an era where data drives decision-making across industries, I am committed to equipping students with rigorous data analytics tools and critical thinking skills to navigate complex datasets effectively. My teaching philosophy revolves around three pillars: conceptual mastery, hands-on application, and inclusive problem-solving.

## Teaching

- Business Analytics

## Publications

- **Research Papers**

Amarnath K.N., Dr. S. Manjunath & Brunda S.K. "Leveraging personas for intercultural communication in the management of cross-cultural diversity in globalized organizations" - International Journal of Business, Management and Allied Sciences, ISSN 2349-4638, Vol.7, Issue 3, July-Sept 2020. DOI: 10.33329/ijbmas.7.3.77.

Amarnath K.N. & Dr. S. Manjunath. "Big Data Adoption by SMEs – Job Opportunities in a Digital Economy post COVID-19 in India' Perspective" - GIS Journal for Science, ISSN 1869-9391, Vol 7, Issue 11, Nov 2020. DOI: 20.18001.GSJ. 2020.V7I11.20.36034.

Amarnath K.N. & Dr. S. Manjunath. "The inclining transition from unorganised to organised retailing in India – An Overview from the perspective of big data practices" - Aegaeum Journal, ISSN 0776-3808, Volume 9, Issue 4, Apr 2021. DOI:16. 10089.AJ. 2021.V9I4.285311.4283.

Amarnath K.N. & Dr. C. Om Prakash. "Identifying the contributing role of Data-Driven Personas and its impact on Big Data Adoption and Customer Loyalty: An Empirical Study in the Indian Online Retail Space" - Strad Research, ISSN 0039-2049, Vol 9, Issue 5, May 2022. <https://doi.org/10.37896/sr9.5/031>.

Sumangala, B.S., Siddeshwar, & Dr. K.N. Amarnath. "RFM analysis to understand customer patterns, engagement, and retention in e-commerce" - International Journal of Business Analytics and Intelligence, Volume 11, Issue 2, pp. 31-35, October 2023. <http://publishingindia.com/ijbai/54/rfm-analysis-to-understand-customer-patterns-engagement-and-retention-in-e-commerce/32105/87321/>.

Bhavana, C & Dr. K N Amarnath. "Leveraging Transformers for Creating Chatbots: Querying Side Effects of Medicines" - IJSET - International Journal of Innovative Science, Engineering & Technology, Vol. 11 Issue 06, June 2024. [https://ijset.com/vol11/v11s6/IJSET\\_V11\\_I06\\_02.pdf](https://ijset.com/vol11/v11s6/IJSET_V11_I06_02.pdf).

Thatte, Bhakti & Dr. K.N. Amarnath. "NLP Essentials: A Practical Guide for Data Science Professionals" - Indian Journal of Computer Science, ISSN 2456-4133, Vol 9, Issue 3, May-June 2024. DOI: 10.17010/ijcs/2024/v9/i3/174150.

Kanekar, Tanuja & Dr. K N Amarnath. "Multilingual Speech Emotion Recognition: A Machine Learning Approach" - IJSET - International Journal of Innovative Science, Engineering & Technology, Vol. 11 Issue 11, November 2024. [https://ijset.com/vol11/v11s11/IJSET\\_V11\\_I11\\_05.pdf](https://ijset.com/vol11/v11s11/IJSET_V11_I11_05.pdf).

- **Patents**

**1. Multi-user Collective Preferences Profiling** | No. US12051126B2 | Issued July 30, 2024.

URL: <https://patents.google.com/patent/US12051126B2/en>

Description: Described herein is a method by which more than one person is enabled to actively participate in the process of finalizing a real estate property either for purchase or rent. Each deciding party is enabled to create a custom style profile capturing their individual preferences at an attribute level by providing both visual and verbal feedback. A Collective Preferences Profile (CPP) is created by integrating the multiple style profiles of the chosen deciding parties. The generated CPP is then utilized to curate the different houses available and to surface those houses that are most likely to fit the aesthetic and requirements of the combined audience. The CPP evolves on an ongoing basis by active solicitation of feedback on properties viewed or waitlisted to accommodate changing preferences and provide the most suited recommendation at any time.

**2. Workload optimization based on energy characteristics** | Publication Number: US20190361058A1 | Filing Date: May 28, 2019 | Publication Date: November 28, 2019.

Description: Embodiments of the present invention disclose system for workload analyzing and optimization. The system includes one or more processors which are configured to capture, in real time, electrical signature data of one or more sub-systems running on a main system. The electrical signature is captured by one or more sensors coupled to a power controller. The captured electrical signature data into at least time domain or frequency domain. A volume of a workload of the one or more sub-systems is determined based on the converted data and a first threshold data. A type of the workload is determined based on the converted data and a second threshold data. A report is generated based on the determined volume and the type of workload.

- **Conference Paper Presentations**

Amarnath K.N. & Dr. S. Manjunath. "Future of Data-Driven Personas in the Era of Big Data: A Study in Indian Online Retailers' Perspective" - International Conference on 'Ongoing Research in Management & IT - INCON XV', ISBN 978-93-89835-81-6, Jan 2020.

[https://asmbusinessreview.in/wp-content/uploads/2019/07/ASM\\_business\\_review\\_january\\_2020-vol.9\\_\\_issue1.pdf#page=145](https://asmbusinessreview.in/wp-content/uploads/2019/07/ASM_business_review_january_2020-vol.9__issue1.pdf#page=145).

Amarnath K.N. & Dr. C. Om Prakash. "Impact of big data adoption on online retail operations during Covid-19" - International Conference on 'Fostering Resilient Business Ecosystems and Economic Growth: Towards the Next Normal', ISBN: 978-81-950596-1-4, May 2022. **DOI:10.5281/zenodo.6773034**.

Thatte, Bhakti & Dr. K.N. Amarnath. "Building Blocks of NLP for Data Scientists" - JOINT EVENT: 56th Annual Convention of ORSI (2023-ORSI) and 10th International Conference on Business Analytics and Intelligence (2023-ICBAI), Bangalore, Dec 2023.

Thatte, Bhakti & Dr. K.N. Amarnath. "Data-Driven Problem Solving: Unleashing the Power of Digital Transformation" - National Conference on LEAP TECH 2024, ISBN 978-93-6128-267-6, Mar 2024, Bangalore.

Thatte, Bhakti, Dr. K.N. Amarnath & Dr, Om Prakash. "Pioneering Digital Transformation with Generative AI: A Comprehensive Overview" - ICODES2024 , 2nd International Conference Driving Innovative Digital Transformation and Economic Sustainability: Finance, Business Models and Sustainable Consumption, 27-28 Sept 2024, Bangalore.

Thatte, Bhakti, Dr. K.N. Amarnath & Dr Om Prakash. "Generative AI in the HealthCare Sector: Current Trends, Use Cases, and Future Prospects" - ICODES2024 , 2nd International Conference Driving Innovative Digital Transformation and Economic Sustainability: Finance, Business Models and Sustainable Consumption, 27-28 Sept 2024, Bangalore.

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- **Awards & Achievements**

Awarded as an Outstanding Faculty (Executive Education) for the year 2023 by the then Vice Chancellor Dr. Amit Bhatt, Dayananda Sagar University. (**see link below**)

[https://www.linkedin.com/posts/knamarnath5\\_very-happy-to-share-that-i-was-awarded-as-activity-7160964245558362112-UUDu](https://www.linkedin.com/posts/knamarnath5_very-happy-to-share-that-i-was-awarded-as-activity-7160964245558362112-UUDu)

## Contact Details

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