

Faculty Profile

Name: **Jitesh Nair**
Designation: Assistant Professor
Teaching Areas: Principles of Management
Marketing Management
Research Interests: Learning Pedagogies
Design of Knowledge Systems
Education: PGDBA, Dr. N. S. Kolla School of Business, Visakhapatnam,
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BSc (Biotechnology), Andhra University, 1997



Research / Selected Publications:

1. Shwetha Kumari; Jitesh Nair, " Empowering farmers and enhancing sustainability: Inaru's impact on the Dominican cocoa industry", *Emerald Emerging Markets Case Studies*, April 2024, DOI: 10.1108/EEMCS-04-2024-0161, Part of ISSN: 20450621
2. Shwetha Kumari; Jitesh Nair, " Lisa Su's strategic leadership: Will she change her approach post Xilinx and Pensando acquisitions?" *The Case For Women*, November 2023, DOI: 10.1108/cfw-07-2022-0020, Part of ISSN: 2732-4443
3. Shwetha Kumari, Jitesh Nair (2022), "WayCool's Phygital Business Model: Can It Solve the Perennial Problems in India's Agricultural Supply Chain", *AIMA - India Case Research Centre*, Product#: 1769
4. Jitesh Nair, Shwetha Kumari (2022), "Can Vishal Mart sustain growth under new ownership?" *BusinessLine on Campus*, 24 August 2022
5. Jitesh Nair, Balaswamy Pasala (2020), "Microsoft: Building a Collaborative Work Culture to Foster Innovation", *The Case Center, UK*, Case-Reference no. 420-0015-1
6. Jitesh Nair, Balaswamy Pasala (2020), "Automattic: Building Virtual Teams and Happy Tools", *The Case Center, UK*, Case-Reference no. 420-0061-1
7. Nair, Jitesh, Dutta, Sanjib, and Bitra Vasudev (2020), "Influencers can Greatly Enhance the Brand Value of Beauty Products"; *BusinessLine on Campus*, 17 September 2020