

MBA - Faculty Profile



Prof. Dhananjai E Rao

MBA, Pursuing PhD in Management
Assistant Professor
SCMS-PG DSU

Brief Profile

Prof. Dhananjai E. Rao is an Assistant Professor at the School of Commerce & Management Studies, Dayananda Sagar University, with over 18 years of experience across Academia and the Corporate sector. His areas of expertise include Business Analytics, Data Analytics, Business Intelligence, Strategic Management, Corporate Finance, and Behavioural Finance. He has extensive experience in curriculum development, academic leadership, and mentoring students in analytical thinking, business decision-making, and the application of data-driven tools and technologies.

Prof. Rao holds expertise in tools and technologies including SQL, Tableau, Microsoft Business Intelligence, Advanced Excel, and other analytics platforms, which he integrates into business education to bridge the gap between theoretical concepts and practical applications. His academic and professional experience includes leading educational initiatives, strengthening industry-oriented learning, and contributing to the development of contemporary business management programmes.

His research interests span managerial cognition, executive decision-making, behavioural finance, corporate governance, FinTech, machine learning, and business analytics. He has published research in peer-reviewed journals, including publications associated with IEEE and European Economic Letters. His contributions to innovation include two patents: *Integration of Artificial Intelligence and Internet of Things-based Approach to Smart Renewable Energy Management in Smart Cities* and *Design Patent: Employee Well-being Monitoring System*.

With a strong blend of academic, corporate, and technology-oriented experience, Prof. Rao is committed to advancing data-driven management education, interdisciplinary research, and industry-relevant learning. He also holds professional certifications in areas including Microsoft SQL, Excel, and Leadership Management.

Teaching

- Business Analytics, Data Analytics, Business Intelligence, Strategic Management, Corporate Finance.

Publications

- **Research Papers**
- Rao, D. E., Sreeram, S., Mahendher, S., Anand Agrawal, L. L., & Balachandar, S. The Impact of Fintech on Banking Services in the Rural Sector. *Journal of Informatics Education and Research*, 4(2).

https://scholar.google.com/citations?view_op=view_citation&hl=en&user=uNEX5eAAAAAJ&citation_for_view=uNEX5eAAAAAJ:u-x6o8ySG0sC

- Balachandar, S., Prabakar, S., Kiran Kumar, B., Das, D., Chotai, N. A., & Rao, D. E. Comparative Analysis of Employability Perceptions among MBA and PGDM Students: Factors Influencing Career Readiness and Job Market Preparedness. European Economic Letters, 14(2), 2529–2537, 2024.

https://scholar.google.com/citations?view_op=view_citation&hl=en&user=uNEX5eAAAAAJ&citation_for_view=uNEX5eAAAAAJ:d1gkVwhDpl0C

• Patents

- Integration of AI and IOT to smart renewable energy management in Smart cities
- Employee well-being Monitoring systems

• Conference Paper Presentations

- Yusuf, J., Khaled Ahamed, S., Thulasi, A., Leonard, L., & Rao, D. E. (2024). Restoration of Remote Sensing Imagery via Unified Denoising and Dehazing Approaches. 1st International Conference on Sustainability and Technological Advancements in Engineering Domain (Sustained 2024).

<https://www.scopus.com/pages/publications/105013622966?origin=resultslist>

- Rama Krishna, S., Aggarwal, V., Rao, D. E., et al. (2023). Machine Learning Based Data Mining for Detection of Credit Card Frauds. 6th International Conference on Inventive Computation Technologies (ICICT 2023) Proceedings.

<https://www.scopus.com/pages/publications/85163445094?origin=resultslist>

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