



DR. SHAREEF A P

Ph.D. (Management) | M.Phil. | MBA | M.Com | UGC-NET | PG Cert. Data Science & AI (IIM Kozhikode)

Assistant Professor – Business Analytics, Department of MBA

Experience: 15 Years (11 Academia, 4 Industry – UAE & India)

Faculty Profile

Dr. AP Shareef is a dynamic academician and researcher with over 15 years of experience spanning academia and industry. Currently serving as Assistant Professor in the Department of MBA at Soundarya Institute of Management and Science, Bengaluru, he specializes in Business Analytics, Artificial Intelligence, Marketing Analytics, and UX/UI Research.

He holds a Ph.D. in Management Studies and has completed a Professional Certificate Programme in Data Science and AI from IIM Kozhikode. His research focuses on mobile banking analytics, AI-driven sentiment analysis, consumer behaviour, and digital transformation.

Research & Publications

- Published in peer-reviewed journals including *JIM QUEST Journal of Management and Technology*, *Journal of Management and Science*, and *Jamal Academic Research Journal*.
- Served as Chief Editor for the proceedings book '*Issues and Challenges of Financial Sector Reforms in India*'.

Awards & Achievements

- Best Research Paper Award (2025)** — Dayananda Sagar University.
- Best Research Paper Award** — ICAM 2025.

Contact & Academic Profiles

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