



सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE



Mr. V. Devraj

Doctoral Fellow (Strategic Management Area)

Indian Institute of Management, Indore.

Google Scholar: <https://scholar.google.com/citations?user=gxbaFQYAAAAJ&hl=en>

Profile Summary:

A passionate and aspiring young researcher in the domain of Strategic Management for Tourism. He is driven by the desire to craft innovative strategies that tackle the challenges within the tourism industry. His research is dedicated to reshaping how we think about tourism, ensuring it becomes more user-centred and sustainable.

Publications:

- Navigating Heritagescapes: A Spatial-Cognitive Mapping Approach for Optimal Tour Route Recommendations, Journal of Heritage Tourism (ABDC-B, SJR Q1).
- AI and Co-Creation for Innovation in Tourism Business Settings, IGI Global (Book Chapter).
- Understanding the Applications of Doxey's Irritation Index, Tourism and Peace (Book Chapter).

Areas of research interest include:

Destination Design, Design Policy, Design Thinking, Service Design, User-Centred Design and Strategic Destination Management.

Workshops, Conferences and Colloquium:

- Theory Development and writing Empirical Papers, IIM Bangalore (2025).
- FDP- Doctoral Summer School, Behavioural Sciences, IIM Raipur (2024).
- TANTRIKA-24, 1st International Colloquium on Social Neuroscience (2024).
- SPSS for Statistical Analysis in Business Research (2023).
- Paper presented at the Association of Indian Management Schools colloquium (2023).
- Paper Presented at the Euro-Asia Tourism Studies Association (2023).
- Research Ethics and Plagiarism Course, IGNOU (2022).



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Educational Qualification:

- DPM, Strategic Management Area, IIM Indore (Pursuing).
- MBA in Tourism and Travel Management, IITTM, Gwalior (7.94 CGPA).
- B.Sc. in Hotel Management and Catering Technology, SRM University (83.46%).
- 12th (Commerce), Kendriya Vidyalaya (71.4%).

Work Experience:

- Junior Research Fellow, Pondicherry University (Mar 2023-May 2025).
- Sales and Business Development Associate, Thrillophilia (Feb 2020- Jun 2020).
- Hotel Operation Trainee, The Chancery Pavilion (Jun 2017- May 2018).
- Hotel Internship, Taj Hotel (Jun 2015- Oct 2015).

Achievements:

- UGC NET-Qualified for Junior Research fellowship.
- Certificate of Appreciation- 2nd Prize in Startup Competition (IITTM).
- Certificate of Appreciation- Quiz Competition on World Tourism Day (IITTM).
- Certificate of Excellence- Outstanding Achievement in Front Office and Competitions (SRM University).
- Certificate of Excellence-First prize in Quiz Competition on International Chefs Day (SRM University).
- National level seminar and competitions on Hospitality-3rd Prize in Promote the Destination- Ziro.

Language:

- Tamil.
- Hindi.
- English.
- Malayalam

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