

Faculty Profile

Name: **Dr. A. Vinay Bhushan**

Designation: Associate Professor

Teaching Areas: Business Analytics, Artificial Intelligence, Machine Learning, Generative AI & Prompt Engineering, Python for Business Analytics, Business Intelligence, MIS, DBMS, Digital Transformation, Data Visualization (Power BI & Tableau)



Research Interests: Artificial Intelligence, Business Analytics, Machine Learning, Technology Management, Digital Transformation, Industry 4.0, IoT, Blockchain, Smart Manufacturing, Predictive Analytics, Data-Driven Decision Making

Education: Ph.D. in Technology Management, CMR University, Bengaluru (2024)
MBA (IT & HR), CV Raman University (2010)
M.Sc. Computer Science, Karnataka University (2002)
B.Sc. Computer Science, Statistics & Mathematics, Osmania University (2000)

Research/Selected Publications:

1. **Bhushan, A. V.**, Pandit, A., Kannaiah, P., Prasad, B., & Kumar, S. S. (2025). Personalized Marketing Strategies: The Impact of AI and Machine Learning on Consumer Engagement. *Advances in Consumer Research*, 2(4), 9–17. <https://acr-journal.com/article/personalized-marketing-strategies-the-impact-of-ai-and-machine-learning-on-consumer-engagement-1132/>
2. **Bhushan, A. V.**, Mathew, B., Kannaiah, P., & Kotni, V. V. D. P. (2025). Artificial Intelligence in Auditing: Enhancing Accuracy and Efficiency in Public Interest Financial Reporting. *Accountancy Business and the Public Interest*, 41(2), 122–131. <https://abpi.uk/wp-content/uploads/2025/03/25V410209.pdf>
3. **Bhushan A. V.** (2025). A Robust Blockchain Security Framework for IoT Using Federated Learning-Based Anomaly Detection. 2025 *IEEE Conference. IEEE Xplore*. <https://ieeexplore.ieee.org/document/11199060/>
4. Ashok, J., Anil Kumar, N., Praveen Raj, D. W., **Bhushan, A. V.**, & Edem, S. (2023). Design and Implementation of Smart Manufacturing Systems through AR for Data-Driven Digital Twin System. *SN Computer Science*, 4, 580. <https://doi.org/10.1007/s42979-023-01956-1>
5. Singh, C., Basha, S. A., **Bhushan, A. V.**, Venkatesan, M., Chaturvedi, A., & Shrivastava, A. (2023). A Secure IoT-Based Wireless Sensor Network Data Aggregation and Dissemination System. *Cybernetics and Systems*, 56(6). <https://doi.org/10.1080/01969722.2023.21766536>.

Books:

6. Introduction to Programming in Python: An Interdisciplinary Approach (2024);
7. Business Application of Artificial Intelligence and Machine Learning (2024).

Book Chapters:

8. A. Murthy, **A. V. Bhushan**, U. Bhattacharya, A. Y. A. B. Ahmad, M. Lourens, and J. B. Patel, "Internet of Things and Machine Learning Integration for Safe Data Sharing in Finance and HR," in Recent Trends in Engineering and Science for Resource Optimization and Sustainable Development, D. Jelonek et al., Eds. London, UK: Routledge, 2025, ch. 90. doi: 10.1201/9781003596721-90.(2025);
9. M. K. Ghumman, **A. V. Bhushan**, C. K. Lanjewar, and A. Choubey, "Framework of IoT-Based Meta Firewall System to Plan the Renewable Energy Consumption in Smart Homes or Buildings," in [Insert Book Title If Known], P. S. Rathore, A. Kumar, S. Bhatia, A. Mashat, and T. R. Gadekallu, Eds. Wiley, 2024, ch. 4. doi: 10.1002/9781394231522.ch4(2024).