

# Prof. (Dr.) Praveen Kumar Elavarasu

**Email ID:** praveene@sfimar.org

**Designation:** Assistant Professor – Operations and Marketing

**Affiliation:** SFIMAR

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## Qualifications

- Ph.D(UGC- SRF). in Management (Industrial Clusters, Innovation, Supply Chain)
  - B.E. in Biomedical Engineering (developed Cloud based Patient EMR , selected by AWS among top 10 Cloud Computing Ideas in India for 2012)
  - FDP in Advanced Blockchain, Govt. of India
  - Expertise in Decentralized Finance, 3D Printing and Supply Chain
  - UGC NET (JRF) Qualified
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## Brief Profile

Dr. Praveen Kumar Elavarasu is a scholar-practitioner in the areas of **supply chain management, industrial clusters, and emerging technologies**. He earned his Ph.D. focusing on co-opetition, absorptive capacity, and innovation performance within industrial clusters in Tamil Nadu.

He has blended academic research with entrepreneurial practice as the founder of **Recotree Technology Solutions Pvt. Ltd.**, a blockchain-based supply chain finance startup incubated at **IIM Mumbai** and supported by **STPI FinBlue, Chennai**, with grant funding from the Government of India. His work bridges academic rigor with industry application, particularly in **blockchain, decentralized finance, and digital transformation for MSMEs**.

He has taught courses including **Business Statistics, Operations Management, and Total Quality Management** at PSG Institute of Management, and facilitated industry engagement through case studies and guest lectures. Previously, he worked in 3D printing technology, operations consulting, and AI-driven manufacturing systems.

His research interests include **blockchain applications in supply chain finance, innovation ecosystems, dynamic capabilities of SMEs, game-theoretic optimization, and Industry 4.0 technologies**.

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## Experience

- **Academia:**

- Assistant Professor – SFIMAR, Mumbai (Emerging Technologies & Operations)
    - Assistant Professor – PSG Institute of Management (Business Statistics, TQM, Operations)
  - **Entrepreneurship:**
    - Founder – Recotree Technology Solutions Pvt. Ltd. (Blockchain Supply Chain Finance Startup, incubated at IIM Mumbai & STPI Chennai)
  - **Industry:**
    - Operations & Technology Consultant – Keisho Management Consultancy (MSME ERP, Lean, Inventory Planning)
    - Solutions Architect – Radmat Engineering Solutions (AI-enhanced 3D Printing)
    - Systems Architect – Rapidfab Engineering (Indigenous FDM 3D Printer)
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## Additional Qualifications / Certifications

- Medical Applications of 3D Printing
  - FDP in Advanced Blockchain, Govt. of India
  - Hyperledger Certification (in progress)
  - Google Cloud & AWS hands-on projects (IoT, AI in manufacturing)
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## Selected Research & Publications

1. "Determinants of Innovation Frequency in SMEs: Evidence from Ambattur Industrial Cluster." SEDME (Small Enterprises Development, Management & Extension Journal) 48.2 (2021): 181-191.
  2. Ph.D. Thesis: *The Role of Co-opetition Intensity and Absorptive Capacity in Enhancing Innovation Performance: A Study of Industrial Clusters in Coimbatore, Tamil Nadu* (2024)
  3. Research on blockchain and Stackelberg game theory for supply chain finance (working paper, 2025)
  4. *Community Based Startup Ecosystem Design for Coimbatore* (2025)
  5. *Potential Opportunities for Coimbatore MSMEs in EV Manufacturing* (2024)
  6. Publications on **innovation, supply chain resilience, and MSME development** (journal submissions and conference presentations in progress).
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## Review & Professional Roles

- Presenter and nominee at **Singapore FinTech Festival (2023)**
- Reviewer for academic theses and research projects in operations and technology management
- Guest speaker in forums on **blockchain, MSME innovation, and Industry 4.0**