



## Centre for Research & Development

### Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



#### **Dr. Gowrishankar R**

Assistant Professor

Department of Professional, Accounting & Finance  
School of Commerce, Accounting & Finance

#### **Areas of Specialisation:**

Consumer Behaviour, Digital Marketing, Sustainable Marketing

Dr. Gowrishankar R is an emerging researcher in the field of marketing and business analytics, with a focus on digital consumer behaviour and technology-driven business transformation. He holds a Ph.D. in Marketing from PSG College of Arts and Science, Bharathiar University, where his research examined online shopping behaviour and customer loyalty in digital environments. His research contributions span contemporary areas such as sustainable marketing, social media analytics, fintech, artificial intelligence in marketing, and financial performance analysis. His work addresses real-world challenges by integrating data-driven insights with evolving business practices. He has published research articles in Scopus-indexed and international journals on topics including green marketing, rural entrepreneurship, IoT in retail, financial performance of banking institutions, and consumer engagement on digital platforms. His interdisciplinary approach effectively connects marketing, finance, and emerging technologies. He has presented his research at international conferences, including at the University of Oxford (UK) and global academic forums in Jordan. His ongoing research interests include the subscription economy, digital transformation, and sustainable consumer trends.

#### **Selected Publications:**

- Gowrishankar, R.**, Shivakumar, S., Brindha, T. C., Dhanasekar, E., Gokila, R., & Prema, R. (2024). Analysing Customer Ideas, Opinions, and Preferences Towards Social Media Platforms: Insights and Implications with Special Reference to Coimbatore City. In *Studies in Big Data* (pp. 527–539). Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-73632-2\\_45](https://doi.org/10.1007/978-3-031-73632-2_45)
- Karthikeyan, K., R., M., E., D., R., **G., R.**, A. K., & M., T. J. H. (2025). Educational Sustainability: An Integrated Analysis of Socioeconomic, Technological, and Environmental Impacts on Higher Education Students. *Prabandhan: Indian Journal of Management*, 18(3), 45. <https://doi.org/10.17010/pijom/2025/v18i3/174231>
- Suryavathani, J., Krishnasamy, R., Priyanka, S., Chandrakala, N., & **Gowrishankar, R.** (2024). Analyzing the Behavior of Higher Education Students Toward Green Marketing and Corporate Social Responsibility Intentions. In *Contributions to Finance and Accounting* (pp. 215–226). Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-75960-4\\_21](https://doi.org/10.1007/978-3-031-75960-4_21)