



KRISTU JAYANTI
(DEEMED TO BE UNIVERSITY)
Under Section 3 of UGC Act 1956
A CMI INSTITUTION | BENGALURU | INDIA

Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. Chandrakhanthan J

Assistant Professor
Department of Commerce
School of Commerce, Accounting and Finance

Areas of Specialisation:

Marketing, Consumer Behaviour, Advertisement,
Marketing Analytics, International Business

Dr. Chandrakhanthan J is an Assistant Professor in the Department of Commerce, School of Commerce, Accounting and Finance, at Kristu Jayanti (Deemed to be University), Bengaluru. He brings 17 years of teaching experience and 6 years of industry experience. He earned his Ph.D. in Management from Bharathiar University, Coimbatore. Dr. Chandrakhanthan has published research articles in Scopus- and ABDC-indexed journals, authored two books, and contributed to one edited volume. His areas of expertise include Marketing, Consumer Behaviour, Advertising, Marketing Analytics, International Business, Income Tax, Financial Management, Business Analytics, and General Management.

Selected Publications:

1. Mary Auxilia, P. A., Sowmya, K. R., Rajkumar, S., Jagannathan, K., **Chandrakhanthan, J.**, and Ravindran, D. (2025). Does Financial Literacy Sway Decision-Making in Personal Investments? Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-86708-8_21
2. Biju, M., and **Chandrakhanthan, J.** (2024). A Study on Anxiety and Depression Among the Students of Higher Education in Bengaluru, India. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-71526-6_63
3. Vinoth, B., Ravindran, D., Sudha, T., Raja, S., Magdalene, R., and **Chandrakhanthan, J.** (2024). Assessing Economic Performance on Significance Study, Trends of GDP Growth in Asian Developing Nations. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-67890-5_18