



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. N. Sivasankar

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

Areas of Specialisation:

Finance, Marketing, investor behavior,
financial markets, and marketing strategies.

Dr. Sivasankar is an Assistant Professor in the Department of Management at Kristu Jayanti (Deemed to be University), Bengaluru. He earned his MBA from Velalar College of Engineering and Technology (Anna University, Chennai) and completed his Ph.D. in Management from Manonmaniam Sundaranar University, Tirunelveli, with doctoral research titled "The Impact of Behavioural Dimensions of Equity Derivative Investors with Special Reference to Investors in Coimbatore District, Tamil Nadu." He was honored with the Research Excellence Award 2024 by Kristu Jayanti College (Autonomous), Bengaluru. With 14 years of teaching experience and 2 years of industry experience at the Royal Bank of Scotland, He combines academic rigor with corporate exposure. His research and specialization lie in Finance and Marketing, focusing on investor behavior, financial markets, and marketing strategies. He has published over 20 research papers in reputed journals, holds an h-index of 2 with 5 citations, and is a life member of the Indian Society for Technical Education (ISTE, IIT Delhi), among other professional associations. He has also contributed to innovation and knowledge creation through 2 patents and has authored two books: Business Accounting and Financial Statement Analysis.

Selected Publications:

1. Shaji, A. K., **Sankar, S.**, and Uma, V. R. (2024). Enhancing Customer Satisfaction and Sales in Retail Environments: A Personalized Augmented Reality Approach for Dynamic Product Recommendations. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-67890-5_15
2. S, I. and **N. Sivasankar**. (2023). Spot and Future Price Causality with special reference to MCX COMDEX. Zenodo. <https://doi.org/10.5281/ZENODO.8335278>
3. **Sivasankar, Dr. N.** (2024). Bridging The Gap: Leveraging Augmented and Virtual Reality to Improve Retail Investment Outcomes in Equity Trading. Revista Electronica De Veterinaria, 1022–1029. <https://doi.org/10.69980/redvet.v25i1s.973>