



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. Shyna K S

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

Areas of Specialisation:

Sustainable Business Models, Corporate sustainability,
Corporate Governance, Business Ethics, Sustainable Development

Dr. Shyna K. S. is an accomplished Assistant Professor in the Department of Commerce at Kristu Jayanti (Deemed to be University), Bengaluru. She holds a Ph.D. in Business Administration and is a dedicated academic with a strong commitment to excellence in teaching, research, and consulting. Her teaching experience spans undergraduate and postgraduate courses in management, with a focus on strategy and sustainability, which also form the core of her research interests. Her doctoral research explored the dynamics between corporate governance and sustainable business models, with a special emphasis on the automotive industry. She has presented her research at national and international conferences and has published extensively in peer-reviewed journals and edited volumes. Additionally, she actively contributes to the academic community as a reviewer for several scholarly journals, promoting rigorous research standards and scholarly excellence.

Selected Publications:

1. **Shyna, K. S.**, Shaji, J. P., Luthra, R. K., and Nagoji, A. (2025). An Analysis of Sustainable Business Models in the Indian Higher Education System. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-80656-8_40
2. Shaji, J. P., **Shyna, K. S.**, Maria, G. R., and Rohit, S. (2025). Technology Adoption in Banking Sector: A Systematic Literature Review of TAM and UTAUT Models. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-86712-5_17
3. **Shyna, K. S.**, and Sharath, N., (2023). Strategic Guidelines for Developing a Sustainable Business Model. Indian Journal of Natural Sciences. https://www.researchgate.net/publication/386565039_Strategic_Guidelines_for_Developing_A_Sustainable_Business_Model