



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Mathiyarasan M

Associate Professor
Department of Commerce
School of Commerce, Accounting & Finance

Areas of Specialisation:

Consumer Behaviour, Entrepreneurship Development,
Digital Business, Financial Markets, and AI in Management.

Dr. Mathiyarasan M is an Associate Professor and Coordinator of the Entrepreneurship and Innovation Centre at the School of Commerce, Accounting, and Finance, Kristu Jayanti (Deemed-to-be University), Bengaluru, India. With over 16 years of teaching and research experience, he brings extensive academic expertise and mentoring skills to his role as a research supervisor. He holds a Ph.D. in Management from Bharathiar University, an MBA in Marketing and Finance, and a Bachelor's in Electronics and Communication Engineering from Anna University. A UGC-NET qualified faculty in Management and a certified Life Skills Trainer, he has trained 6,000+ youths in life skills since 2013. He has published over 45 papers in Scopus and Web of Science indexed journals and authored several book chapters on topics including Artificial Intelligence in Management, Sustainable Development, Digital Transformation, and Financial Literacy. He has presented at 100+ national and international conferences and undertaken funded research projects in areas such as economic development, entrepreneurship, and water resource management. His research interests include Entrepreneurship Development, Digital Business, Financial Markets, and AI in Management. Serving on bodies like the BOS Advisory Committee, regularly engages in peer-review activities for reputed journals, he is dedicated to guiding scholars in producing high-quality, impactful research.

Selected Publications:

1. Varghese, A., Sowmya, T., Sahana, S., Dsouza, Z. F., & **Mathiyarasan, M.** (2025). Artificial Intelligence in Teaching: Revolutionizing Education Amidst Key Challenges. In *Studies in Systems, Decision and Control* (pp. 421–432). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-86712-5_36
2. Krishnamoorthi, M., **Mathiyarasan, M.**, Siddiqui, S., Venkatesh, P., Jayakumar, K., & Vinnarasi, B. (2025). Impact of Environmental Studies on Sustainable Consumption Among the Students: A Study from Indian Higher Education Institutions. In *Studies in Systems, Decision and Control* (pp. 169–177). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-86712-5_13
3. Acharya, S., Salunkhe, H. A., & **Mathiyarasan, M.** (2024). Navigating Financial Waters: Exploring the Intersection of Algorithmic Trading and Market Liquidity Dynamics. In *Studies in Systems, Decision and Control* (pp. 533–544). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-67890-5_48