



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. A J Excelce

Associate Professor
Department of Professional Management Studies
School of Business and Management

Areas of Specialisation:

Women Empowerment, Digital Transformation in Business,
Integration of Artificial Intelligence in Management

Dr. A. J. Excelce, M.Com, M.B.A, Ph.D., is an Associate Professor in the Department of Professional Management Studies at Kristu Jayanti College, Bangalore, with over 15 years of academic and research experience. She earned her Ph.D. in Commerce from Manonmaniam Sundaranar University, Tirunelveli, as a recipient of the UGC Research Fellowship, with her doctoral research focusing on food safety knowledge and practices of consumers in the southern districts of Tamil Nadu. Her research interests include women empowerment, consumer behavior, food safety, digitalization, public distribution systems, neuro-marketing, and AI-driven management strategies. She has published more than 30 papers in reputed journals including Scopus, WoS, ABDC, and UGC-listed journals, authored book chapters with Springer Nature, and presented at national and international conferences. She holds two granted design patents. Her scholarly work reflects significant contributions to women empowerment, consumer research, rural economy, digital transformation in business, and the integration of artificial intelligence in management, positioning her as a dedicated academic committed to advancing excellence in teaching and research.

Selected Publications:

1. **Excelce, A. J.**, Jisha, V. G., & Rupashree, R. (2025). Repercussion on Learning Status of Primary School Children During Pandemic. In *Studies in Systems, Decision and Control* (pp. 779–786). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-76011-2_55
2. Priyadharshini, S. L., Ranchana, K., Savitha, S., Shanthini, B., & **Excelce, A. J.** (2024). The Triad of Organizational Sustainable Success: Emotional Intelligence, Tacit Knowledge Sharing, and Psychological Safety Using Structural Equation Modelling. In *Studies in Systems, Decision and Control* (pp. 671–686). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-67890-5_61
3. Subha, B., Jisha, V. G., Haribaskar, R., Shilpa Rao, C., **Excelce, A. J.**, & Sajan, D. (2024). Sentiment Analysis of Customer Reviews for Product Marketing Optimization. In *Studies in Systems, Decision and Control* (pp. 721–728). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-67890-5_64