



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Arti Singh

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

Areas of Specialisation:

Marketing Management, Finance and Financial Management,
Human Resource Management, Supply Chain and Logistics Management

Dr. Arti Singh is an Associate Professor at Kristu Jayanti (Deemed-to-be University), Bengaluru, and an Academic Coordinator at IGNOU. With a Ph.D. in Commerce and 18 years of teaching experience, she has authored over 50 research publications in Scopus- and UGC-CARE-indexed journals, as well as books on auditing, supply chain management, and marketing. She has secured three funded research grants, such as leading an ICSSR project on public healthcare awareness and a study on microgreens for nutrition. She holds two patents: one for an Employee Attendance Management Apparatus (published in India and Mexico, 2023), and another for a Portable Point-of-Sale Device (2024). Her accolades include the Research Excellence Award (Platinum Category, 2024), National Faculty Award (2024), Utkrisht Teacher Award (2023), Women of the Year in Finance (2022), and Distinguished Young Researcher Award (2021–22). She sits on the editorial board of Edwin Group, USA, and is a reviewer for several international journals. She is also active in global academic communities through her membership in the Indian Accounting Association and ISDS Japan, and has served as a keynote speaker at international conferences in Singapore, Malaysia, Thailand, and the UAE.

Selected Publications:

1. **Singh, A.,** Ch, R. K., & Chauhan, S. (2024). The Value of Information and Communication Technology in Human Resource Management. In *Studies in Managerial and Financial Accounting* (pp. 79–85). Emerald Publishing Limited. <https://doi.org/10.1108/s1479-351220240000036007>
2. **Singh, A.,** Kamal Ch, R., & Diwani, G. (2024). The Future of Artificial Intelligence and Its Impact on the Marketing Industry. In *Studies in Systems, Decision and Control* (pp. 499–505). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-63402-4_42
3. **Singh, A.,** & Rani, I. (2024). Potential Impact of Metaverse-Based Banking on Employment in the Banking Sector in India. In *Contributions to Management Science* (pp. 103–115). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-48770-5_10