



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Jisha V G

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

Areas of Specialisation:

Marketing, Women Studies, Behavioural Finance

Dr. Jisha V. G. is an Associate Professor and Head of the Department of Professional Management Studies at Kristu Jayanti (Deemed to be University). She holds a Ph.D. in Commerce from Bharathiar University and brings with her two decades of rich teaching, research, and academic leadership experience. Her research expertise spans diverse areas including marketing, Consumer behavior, financial technology, sustainability, and women's studies. She has successfully completed several funded projects, notably on menstrual health awareness among adolescents, youth responsibility towards ecotourism and sustainability, and women empowerment through Karnataka State Women Development Corporation schemes. She has published extensively in reputed journals such as the Journal of International Women's Studies, AIP Conference Proceedings, and Studies in Systems, Decision and Control. She has authored over 20 research publications and book chapters, with recent contributions on mobile banking adoption, fintech applications in banking operations, and evolving customer perceptions of digital platforms. In addition to her research, she actively contributes to academic governance. She serves as a Board Examiner for Ph.D. and undergraduate programs and is also associated with Indira Gandhi National Open University as an Academic Counsellor. Her professional journey reflects a commitment to advancing education, research, and societal impact through innovation and scholarship.

Selected Publications:

1. 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
2. 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
3. **Jisha, V. G.**, & Excelce, A. J. (2024). Von Restorff Effect—A Psychological Impact of the Customers. In Studies in Systems, Decision and Control (pp. 765–773). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-67890-5_68