



## Centre for Research & Development

### Research Supervisor (Guide) Profiles

#### Discipline of Supervision: **Commerce**



#### **Dr. Krishnamoorthi M**

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

#### **Areas of Specialisation:**

Corporate Finance, capital Markets, Financial Services ,  
digital marketing & Consumer behavior

M. Krishnamoorthi is Associate Professor in School of Commerce, Accounting and Finance, Kristu Jayanti Deemed to be University, Bengaluru., India. He obtained Ph.D in Management from Manonmaniam Sundaranar University, MBA,M.Com and M.Phil from Annamalai University, B.Com from Thiruvalluvar University, Tamilnadu, and also he is qualified UGC NET in Management and TNSET in Commerce. He is a researcher and teacher in the area of finance for more than 15 years. His areas of interest are: Corporate Finance, Financial Markets, Banking and Financial Services. He published more than 50 research articles in reputed Journals, His research papers are known for depth and knowledge addition to the literature and most of them have practical relevance to industry and more on applied and strategy implications in the domain of corporate finance and capital market.. He has professional contributions to other Colleges and Universities at different levels ranging from being part of Member of Board of Studies, Member of Doctoral Advisory Committee, Panel member of thesis examiner etc. He is a life time member of Indian Society for Technical Education (ISTE) and other management research association.

#### **Selected Publications:**

1. **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](https://doi.org/10.1007/978-3-031-86712-5_13)
2. Ramprabha, K., Sundhara Moorthy, V., Bhargava, S., **Krishnamoorthi, M.**, Dheeba, J., & Manimegalai, V. (2025). Examining the Impact of Various Factors on Customer Satisfaction and Brand Loyalty Towards the Electric Vehicle Segment in Indian Auto Mobile Industry. In Studies in Systems, Decision and Control (pp. 477–485). Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-86712-5\\_41](https://doi.org/10.1007/978-3-031-86712-5_41)
3. Shanmugam, K., Jayashree, R., Maria, G. R., **Krishnamoorthi, M.**, Dheeba, J., & Arulini, K. (2025). The Impact of Uses of AI Technology Applications on Performance of Health Care Professionals in India. In Studies in Systems, Decision and Control (pp. 433–441). Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-86712-5\\_37](https://doi.org/10.1007/978-3-031-86712-5_37)