



## Centre for Research & Development

### Research Supervisor (Guide) Profiles

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



#### **Dr. C Nagadeepa**

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

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

Consumer Behavior, Accounts and Finance, Marketing,  
Digital Technology, Taxation

Dr. C. Nagadeepa is an Associate Professor in the Department of Commerce at Kristu Jayanti Deemed to be University, Bengaluru, with over 25 years of academic experience. She earned her Ph.D. in Commerce from Annamalai University and has been recognized for her contributions to research and education. Her research interests include consumer behavior, digital technology adoption, and sustainable business practices. She has published over 80 research papers in reputed journals, amassing 298 citations with an h-index of 8 and an i10-index of 4. She has authored six books and has extensive expertise in Accounts, Income Tax, Marketing, and research methodologies. Her work explores impulse buying behavior, technology acceptance models, and the impact of digital platforms on business sustainability. She has served as a board member, research consultant, and administrator in various institutions. She has been a resource person and invited speaker at numerous national and international conferences, workshops, and Faculty Development Programs (FDPs). She has received multiple Best Paper Awards in recognition of her research contributions. Actively engaged in mentoring students and guiding research projects, She fosters a collaborative academic environment. Through her teaching, research, consultancy, and professional engagements, she continues to shape future commerce professionals while advancing knowledge in her field.

#### **Selected Publications:**

1. **Nagadeepa, C.**, Singh, A., Singh, S., & Yadav, S. (2025). Robot-Assisted Children-Centric Strategies in the Hotel Industry: Enhancing Parental Attraction and Sales Growth. In Lecture Notes in Electrical Engineering (pp. 231–239). Springer Nature Singapore. [https://doi.org/10.1007/978-981-96-4391-2\\_25](https://doi.org/10.1007/978-981-96-4391-2_25)
2. Rani, I., **Nagadeepa, C.**, Chitradevi, S., Bhasin, S., & Singh, A. (2025). Assessing the Technology Readiness Index (TRI) for AI-Based Cooking Robots. In Lecture Notes in Electrical Engineering (pp. 147–155). Springer Nature Singapore. [https://doi.org/10.1007/978-981-96-4391-2\\_16](https://doi.org/10.1007/978-981-96-4391-2_16)
3. Al Qamashoui, A., **Nagadeepa, C.**, Raman, A. M., & Jaheer Mukthar, K. P. (2024). Beyond the Price Tag: Exploring the Broader Socioeconomic Consequences of Pink Tax on Women's Financial Well-Being. In Springer Proceedings in Business and Economics (pp. 185–195). Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-67511-9\\_12](https://doi.org/10.1007/978-3-031-67511-9_12)