



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Pushpa A

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

Areas of Specialisation:

Retailing, consumer behaviour, digital transformation, sustainability practices, and financial decision-making.

Dr. Pushpa A is an Associate Professor in the Department of Commerce at Kristu Jayanti (Deemed to be University), Bengaluru. She holds a Ph.D. in Management from Annamalai University, Chidambaram, Tamil Nadu, India, and brings extensive experience in teaching, research, and academic mentorship. Her research interests span a wide range of contemporary topics at the intersection of commerce, technology, and sustainability. Key areas of focus include consumer behavior and retail marketing, digital transformation, sustainability practices, and financial decision-making. She has published over 40 research papers and book chapters, including 18 Scopus-indexed articles, contributing significantly to her field. Her publications have received 257 citations with an h-index of 6. Actively engaged in mentoring postgraduate students and guiding research projects, Dr. Pushpa fosters a collaborative and dynamic academic environment. Through her teaching, research, and professional engagements, she continues to advance scholarly knowledge while inspiring the next generation of commerce professionals.

Selected Publications:

- 1. Pushpa, A.,** Shukla, N., Horal, L., Kivshyk, O., Stepaniuk, O., & Reznik, N. P. (2024). Evolving Horizons of Work: Unravelling the Conceptual and Future Research Dimensions of Digital Workspaces. In *Studies in Systems, Decision and Control* (pp. 585–598). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-48479-7_50
- 2. Pushpa, A.,** Jaheer Mukthar, K. P., Ramya, U., Asis, E. H. R., & Martinez, W. R. D. (2023). Adoption of Fintech. In *Fintech and Cryptocurrency* (pp. 59–89). Wiley. <https://doi.org/10.1002/9781119905028.ch4>
- 3. Pushpa, A.,** Nagadeepa, C., Mukthar, K. P. J., Huaranga-Toledo, H., Nivin-Vargas, L., & Guerra-Muñoz, M. (2023). User's Continuance Intention Towards Digital Payments: An Integrated Tripod Model DOI, TAM, TCT. In *Lecture Notes in Networks and Systems* (pp. 708–717). Springer International Publishing. https://doi.org/10.1007/978-3-031-26953-0_65