



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Cherian Thomas

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

Areas of Specialisation:

Customer behaviour, law and their experiences in the BFSI (Banking, Financial Services, and Insurance) sector.

Dr. Cherian Thomas comes with a two year industry experience in the United States housing mortgage sector. He finished his doctoral studies in the Vellore Institute of Technology, Vellore. His doctoral studies focused on the migration and continuum of customers in the banking channels. He has authored and co-authored 16 Scopus-indexed research papers so far. His areas of expertise and research interests broadly lie in the area of the BFSI (Banking, Financial Services, and Insurance) sector. His focus area is on the customer behaviour, law and their experiences that impacts such a sector. He believes that as this sector is in the transition phase, it is impactful and interesting to contribute more towards this area.

Selected Publications:

1. Sneha, S., **Thomas, C.**, Libeesh, P. C., & Sindhu, M. (2024). A Study of Customer Preference Towards Banking Pension Scheme. In Studies in Systems, Decision and Control (pp. 137–142). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-67890-5_14
2. Jacintha, J., **Thomas, C.**, Sony, N., & Vedashree, N. (2024). Impact of Corporate Social Responsibility Investment on Financial Performance of Selected Alcohol Companies in India. In Studies in Systems, Decision and Control (pp. 131–135). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-67890-5_13
3. Tom, T., Jose, J., Variyar, A., **Thomas, C.**, Preethi, S. J. G., Maheswary, U., & Raj, P. S. (2025). Revolutionizing Waste Management in Developing Countries: Challenges and Opportunities. In Studies in Systems, Decision and Control (pp. 271–283). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-86708-8_23