



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Nittymol Antony

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

Areas of Specialisation:

Entrepreneurship, Accounting, Taxation

Dr. Nitty Antony is an Assistant Professor in the Department of Professional Accounting and Finance, Kristu Jayanti (Deemed to be) University, Bengaluru. She is a seasoned academician with over 15 years of combined experience in teaching, research, and industry and specialised in teaching accounts and taxation. She holds a Postgraduate degree from Mahatma Gandhi University, Kerala and qualified UGC-NET in the year 2012. Dr. Nitty completed her full time Ph.D. in Commerce from the Central University of Karnataka with Centrally Administered Doctoral Fellowship awarded by the Indian Council of Social Science Research (ICSSR), New Delhi for the year 2018-19. She conducted survival analysis of women micro enterprises during her doctoral research. Her research expertise span over a diverse range of contemporary research areas including digital technology adoption, blockchain economy, artificial intelligence, and sustainable business practices, with a strong emphasis on women's empowerment and microenterprise development. She has published extensively in Scopus-indexed, ABDC-listed, and other peer-reviewed journals, and has presented papers at numerous international conferences. She has successfully completed an ICSSR-sponsored research project in collaboration with NIT Kurukshetra and holds a patent. She is committed to academic excellence and continues to contribute to the field through research, innovation, and student mentorship.

Selected Publications:

1. Saranya, S., **Antony, N.**, & Thomas, T. (2025). Unlocking a Better Future: The Rise of Blockchain Economy. In *Studies in Systems, Decision and Control* (pp. 247–259). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-86712-5_21
2. **Antony, N.**, Saranya, S., George, G., & Jacob, N. (2024). Preference of Women Towards Digital Technology. In *Studies in Big Data* (pp. 365–372). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-73632-2_30
3. Saranya, S., **Antony, N.**, Amudhan, S., & Preethi, S. J. G. (2024). Leapfrog Opportunities and Digitalization in Empowering Economic Development of Women. In *Studies in Systems, Decision and Control* (pp. 611–622). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-65207-3_52