



## Centre for Research & Development

### Research Supervisor (Guide) Profiles

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



#### **Dr. Jayashree S**

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

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

Marketing, Finance, Human Resource Management and  
Entrepreneurship

Dr. Jayashree S has a Ph.D. with a research focus in finance, specifically on the performance evaluation of venture capital companies in Tamil Nadu. She has also worked as a Research Associate on a project funded by the Indian Council for Social Science Research (ICSSR) on the role of public sector banks in promoting women entrepreneurship. Her work includes several publications in journals and conference proceedings, with some being Scopus-indexed or UGC Care Listed. She has presented numerous papers at both national and international conferences on topics such as venture capital, financial inclusion, and the use of technology in business and finance. She has also received awards for her contributions, including the "Best Faculty Award 2023" and "International Researcher" awards. Her academic accomplishments also include winning "best paper awards" at national seminars and conferences.

#### **Selected Publications:**

1. Poornima, J., **Jayashree, S.**, Raajarajeswari, M. A., Amudhan, S., Renuga, R., & Mohan Kumar, R. (2024). Analyzing Youth Consumer Behavior Through Social Media Advertising in Bangalore: A Focus on Facebook's Role in the Digital Fashion Age. In *Studies in Systems, Decision and Control* (pp. 945–955). Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-67890-5\\_84](https://doi.org/10.1007/978-3-031-67890-5_84)
2. **Jayashree, S.**, Poornima, J., Deepika, S. R., Baby, M. K., & Sathya, S. M. (2023). Stock Market vs Commodity Market- A Study on Traders'/Investors' Preferences. In *Lecture Notes in Networks and Systems* (pp. 242–247). Springer International Publishing. [https://doi.org/10.1007/978-3-031-26956-1\\_23](https://doi.org/10.1007/978-3-031-26956-1_23)
3. **Jayashree, S.**, Retheesh, P. T., & Kuriakose, A. (2022). A Study on the Potential for Medical Tourism with Reference to the Select Private Hospitals in Coimbatore City, India. In *Lecture Notes in Networks and Systems* (pp. 1166–1172). Springer International Publishing. [https://doi.org/10.1007/978-3-031-08954-1\\_98](https://doi.org/10.1007/978-3-031-08954-1_98)