



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Aakash Kumar

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

Areas of Specialisation:

Finance, Banking HR, Taxation and Cloud Accounting

Dr. Aakash Kumar is an Assistant Professor of Commerce and Management with over 14 years of teaching experience, including 6 years of post-PhD research engagement. He holds a Ph.D. in Commerce (Banking & Finance) from Annamalai University, where his doctoral thesis applied the CAMELS approach to assess the performance efficiency of foreign banks in India. His academic journey is complemented by dual postgraduate qualifications in Commerce and Economics, as well as UGC-NET/JRF certifications. His research spans banking and finance, taxation, business analytics, audit and assurance, and international business. He has published extensively with more than 45 papers, including 20 Scopus-indexed, 2 in Web of Science, and 6 in ABDC-listed journals. His academic contributions include the publication of the book Fundamentals of Financial Management (2022) and patents in predictive AI algorithms for stock markets and innovative e-reading devices. He has actively participated in 68 international and national conferences, workshops, and faculty development programmes. Alongside teaching, he mentors students in research and professional development, with a focus on interdisciplinary approaches to commerce and management. His expertise integrates financial analysis, taxation, and technological innovation, making him a valuable guide for prospective PhD scholars in commerce, economics, and finance.

Selected Publications:

1. Stephen, A., **Kumar, A.**, & Santhosh, V. (2024). A Study on the Existence of ROPO Behavior and It's Impact on the Buying Behavior of Consumers. In Studies in Systems, Decision and Control (pp. 827–837). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-67890-5_74
2. Honnali, P., **Kumar, A.**, Rani, D., Chauhan, N., & Simon, F. (2024). An Exploratory Study: Assessing Customer Perceptions of Electric Vehicles in Emerging Markets. In Studies in Systems, Decision and Control (pp. 345–355). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-63569-4_31
3. Jyotsna, R., Nazki, H., **Kumar, A.**, & Chauhan, N. (2024). Understanding the Impact of Affiliate Marketing on Consumer Behavior: A Comprehensive Analysis. In Lecture Notes in Networks and Systems (pp. 433–445). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-67434-1_41