



## Centre for Research & Development

### Research Supervisor (Guide) Profiles

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



#### **Dr. Priyanka Ghosh**

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

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

Consumer Behaviour, Banking, Stock Market,  
Digital Marketing, Merger and Acquisition

Dr. Priyanka Ghosh is holding the post of Assistant Professor in the Department of Commerce at Kristu Jayanti (Deemed to be) University, Bangalore. She has earned Ph.D. in Management from JJT University, Rajasthan in the year of 2017. She has also completed her M.Com Degree from Calcutta University in 2010 and MBA(Finance) Degree from Ramaiah Institute of Management and studies under Swiss Business School in 2011. Her doctoral research was based on Bank Mergers In India: Impact On Financial Performances and Share Holder's Wealth of The Acquirer Bank. She is having Thirteen Years of experience in the Educational Sector. She has published over 36 Research Papers in leading journals in which 6 papers indexed in Scopus. She has also authored two Books based on Finance, also published three Design Patents granted by Govt. of India. She has finished a Minor Research Project on Direct Benefit Transfer: Study on Women Empowerment and Poverty Alleviation in Southern Districts of Karnataka. She has guided over more than fifty students to present their research papers in various conferences and publish the papers in reputed journals and conference proceedings. She has in-depth knowledge in different areas of Marketing and Finance.

#### **Selected Publications:**

1. **Ghosh, P.**, Shetty, A., Thanuja, K. A., & Vinodhadevi, K. (2025). Forecasting of Bitcoin by Using ARIMA. In Studies in Systems, Decision and Control (pp. 213–225). Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-86712-5\\_18](https://doi.org/10.1007/978-3-031-86712-5_18)
2. Ashwitha, Thanuja, K. A., Vinodhadevi, K., & **Ghosh, P.** (2025). Evaluating the Impact of Financial Inclusion on the Effectiveness of the Pradhan Mantri Fasal Bima Yojana. In Studies in Systems, Decision and Control (pp. 561–572). Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-86708-8\\_47](https://doi.org/10.1007/978-3-031-86708-8_47)
3. Thomas, P., & **Ghosh, P.** (2024). “Moment of Truth” in Aviation Marketing—A Study on Factors that Influence the Decision Making of Customers. In Studies in Systems, Decision and Control (pp. 137–145). Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-48479-7\\_13](https://doi.org/10.1007/978-3-031-48479-7_13)