



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Neerupa Chauhan

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

Areas of Specialisation:

Operations Management, AI in Education, Marketing,
HR, Behavioral Finance

Dr. Neerupa Chauhan is an Assistant Professor at Kristu Jayanti (Deemed to be) University, Bengaluru, with a Ph.D. in Management from the University of Mysore. With over 15 years of combined academic and industry experience, she brings a unique blend of research expertise, data-driven teaching, and corporate insight. Her doctoral research focused on the impact of emotional intelligence on leader-employee performance, mediated by employee engagement in the IT sector, shaping her scholarly interests in organizational behavior, leadership, and employee motivation. A versatile researcher, Dr. Chauhan has published (20 papers) widely in Scopus, Web of Science (WoS) and ABDC-ranked journals, with contributions spanning artificial intelligence in higher education, fintech, sustainable consumer behavior, gamification in learning, and green finance. She is skilled in advanced data analytics tools including SPSS, AMOS, R, Python, and Power BI, and applies both quantitative and qualitative approaches to her work. Her professional journey includes roles in business strategy, project monitoring, Operation Management and environmental management with various organizations. She has received multiple Best Paper Awards at reputed international conferences for her impactful research. Beyond her publications, She is a dedicated mentor who integrates real-world applications into academia, guiding students in research, data-driven projects, and career readiness.

Selected Publications:

1. **Chauhan, N.** (2025). Empowering Communities and Preserving Heritage: Case Studies on Socially Responsible Travel Through Fair Trade Tourism. In *Meaningful Tourism* (pp. 163–182). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-83797-837-320251024>
2. **Chauhan, N.**, & Karthikeyan, A. (2025). Usage of Augmented Reality and Gamification Elements to Enhance Engagement and Learning Experiences in Heritage Tourism Sites: Case Studies and Insights. In *Meaningful Tourism* (pp. 31–52). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-83797-837-320251006>
3. Gupta, N. R., **Chauhan, N.**, Singh, R., & Stephen, A. (2024). Building a Crypto Future in Bangalore: A Structural Equation Model of Tech-Savvy, Financial Distrust, Social Media, and Gen Z Adoption. In *Studies in Systems, Decision and Control* (pp. 1225–1243). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-71526-6_106