



## Centre for Research & Development

### Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



#### **Dr. Shobha B G**

Associate Professor  
Institute of Management  
School of Business and Management

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

Finance, Banking and accounting

Dr. Shobha B G is an Associate Professor in the Institute of Management at Kristu Jayanti (Deemed to be University), Bengaluru. She holds a Ph.D. in Commerce from Bharathiar University, Coimbatore, with her research focusing on Banking and Finance. She also completed her M.Phil. in Commerce from Madurai Kamaraj University, a Post Graduate Diploma in Business Administration (PGDBA) from Bangalore University, and qualified the KSET from Mysore University. She has further enhanced her academic profile by completing certification courses in Personal Finance and Wealth Management, Fundamental Analysis, and Stock Market Studies. In addition, she has successfully undertaken several online certification programs offered by NPTEL and Coursera in the area of finance, strengthening her expertise in topics such as financial markets, investment management, corporate finance, and banking. They reflect her commitment to lifelong learning. Her scholarly contributions include numerous research articles in reputed journals on Banking, Finance, and Accounting, along with authored textbooks that serve as significant academic resources. She is a Life Member of the Indian Accounting Association and plays an active role in the academic and research community. Her area of research is Banking and Finance, with a strong focus on connecting theory with practical applications.

#### **Selected Publications:**

1. **Shobha, B. G.**, Chakraborty, A., Nagarathnamma, J., Jayalakshmi, K. U., & Anto, S. (2024). "Beyond Borders: Examining the Trade and Investment Relations of India with South Africa." In *Studies in Systems, Decision and Control* (pp. 137–147). Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-63569-4\\_13](https://doi.org/10.1007/978-3-031-63569-4_13)
2. Nagarathnamma, J., Rani, A., Brindha, N., & **Shobha, B. G.** (2024). Banking 5.0: Leveraging Big Data for a Competitive Edge in the Banking Sector Amidst Challenges—An Empirical Study. In *Studies in Systems, Decision and Control* (pp. 11–23). Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-63569-4\\_2](https://doi.org/10.1007/978-3-031-63569-4_2)
3. Divya, P., Eswara Reddy, E., & **Shobha, B. G.** (2024). Unveiling Cryptocurrency Awareness Among Bengaluru's Banking Professionals: A Comprehensive Study. In *Studies in Systems, Decision and Control* (pp. 513–524). Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-67890-5\\_46](https://doi.org/10.1007/978-3-031-67890-5_46)