



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. R Devi Prasanna

Associate Professor
Department of Management
School of Business and Management

Areas of Specialisation:

Finance, Marketing, Human Resource Management
and Entrepreneurship

Dr. R. Devi Prasanna is an Associate Professor in Department of Management, Kristu Jayanti Deemed to be University and Recognised Research Supervisor at Bharathiar University, mentoring scholars at the Ph.D. levels. She has successfully guided M.Phil. scholars and currently supervises doctoral research, reflecting her commitment to academic mentorship and research excellence. Her expertise spans Finance, Marketing, Human Resource Management, and Entrepreneurship, with a strong interdisciplinary approach. Her current research focus includes financial sustainability, ESG reporting, corporate governance, consumer behaviour, digital entrepreneurship, and human-AI interaction in education. She has built an extensive research portfolio, publishing in UGC-Care listed and international journals on themes such as financial distress prediction, capital structure, working capital management, cryptocurrency awareness, omni-channel marketing, CSR, and educational technology. She has also contributed book chapter in Springer volumes and presented research paper at international conferences, enriching global debates through Indian case studies. Her recent studies address CSR-driven brand loyalty, savings and investment behaviour, and the future of retail in India, highlighting her focus on integrating sustainability with business performance. With her growing body of high-impact work, she continues to contribute significantly to research while inspiring the next generation of researchers in finance, marketing, human resource management and entrepreneurship.

Selected Publications:

1. **Devi Prasanna, R., & Venthamarai, A. (2025).** AI Human Interaction with Teaching and Learning: A Comprehensive Analysis of Educational Technology Integration, Pedagogical Transformation, and Future Learning Paradigms. *ComFin Research*, 13(3), 62–72. <https://doi.org/10.34293/commerce.v13i3.9307>
2. Sumesh S.P, Usharani T, Reshmi A Rajan, **R Devi Prasanna**, Vivek .S, Samuel C. (2024). Exploring the Role of Corporate Social Responsibility in Shaping Customer Satisfaction and Brand Loyalty: A Case Study of Hindustan Unilever Ltd. *European Economic Letters (EEL)*, 14(3), 3083–3090. <https://eelet.org.uk/index.php/journal/article/view/2083>
3. M.V.N., D. N. L., Charan, Y. S. S., None, D. S. S., **R, D. P.**, Santosh, D. I. & Mukhi, S. S. (2025). The Future of Retail in India: Blending Organized and Unorganized Upsurge Challenges and Opportunities. *Journal of Marketing & Social Research*, 2(4), 185-191. <https://doi.org/10.61336/jmsr/25-04-25>