



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Economics**



Dr. Sivasubramanian K

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

Areas of Specialisation:

Development Economics: Gender, Informal Sector Employment, Labour, & Education, Sustainability

Dr. Sivasubramanian K is working as Head of the Department of Economics at Kristu Jayanti Deemed to be University, Bangalore, India. He has 16 years of experience in teaching, research, and industry. He earned a Ph.D. from the University of Madras. Both foreign and national evaluators highly commended his thesis. He has published 52 research papers in Scopus and 7 UGC CARE-listed journals and Book chapters. He has presented many research papers at national and international conferences. He has also received 3 best paper awards from various conferences at national and international levels. He has received the Research Award from Kristu Jayanti University for a significant contribution to research publications under the Platinum category in the 2023-2024 academic year. He is also the editorial and review board member of various international-level Q1 & Q2 Journals. He completed a minor research project funded by the Bothi Niketan Trust. He is also the Board of Studies and Board of Examiners of various colleges in India.

Selected Publications:

1. Muruganandhan, S., Hanish, H., Vinish, H., Thamilmanni, R., Kumarasamy, P., Vani, H., and **Sivasubramanian, K.** (2025). Measuring the Application of Innovative Digital Technology in the Retail Sector for Sustainable Business. IGI Global. <https://doi.org/10.4018/979-8-3373-0608-7.ch014>
2. **Sivasubramanian, K.**, Acharjee, S., Adarsh, R., Kumarasamy, P., Thamilmanni, R., and Vani, H. (2025). Application of AI Technology in the Electronic Commerce Industry for Sustainable Business Growth in India. IGI Global Scientific Publishing. Muruganandhan, S., Hanish, H., Vinish, H., Thamilmanni, R., Kumarasamy, P., Vani, H., and Sivasubramanian, K. (2025). Measuring the Application of Innovative Digital Technology in the Retail Sector for Sustainable Business. IGI Global. <https://doi.org/10.4018/979-8-3373-0608-7.ch014>
3. Muruganandhan, S., Akshayareena, S. V., Jayashree, G., Aujita, P. A. J., Vinothina, V., and **Sivasubramanian, K.** (2025). An Analytical Review on the Protection of Children from Sexual Offences Act (POCSO), 2012 in India. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-86708-8_22