



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Aardhra Vasudevan

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

Areas of Specialisation:

Marketing Management & Digital Marketing, Consumer Behaviour & Customer Relationship Management (CRM), Banking, Financial Services & Digital Banking, Service Marketing & Customer Satisfaction, Business Analytics & Statistical Applications

Dr. Aardhra Vasudevan is an academician and researcher in Commerce, currently serving as an Assistant Professor at Kristu Jayanti (Deemed to be University). Her major research focus is on customer satisfaction, customer loyalty, banking services, digital banking and contemporary marketing practices. She holds a Ph.D. in Commerce from Bharathiar University, with her doctoral research examining customer satisfaction and loyalty in the commercial banking sector. She has 18 research publications in national and international journals and has presented 8 research papers at national and international conferences. She has received a Best Paper Award for her research presentation on crowdfunding platforms. She has also authored three e-books on AI and Machine Learning in Marketing, Modern Marketing Strategies in a Digital Era, and Emerging Economies in Global Trade, published by Shanlax Publications. With extensive teaching experience at undergraduate and postgraduate levels, she has actively contributed to academic administration, conference coordination, placement activities, ERP coordination, accreditation initiatives and institutional development.

Selected Publications:

1. **Aardhra Vasudevan., & Devi, C. G.** (2022). Understanding the role of education in achieving sustainable development. In Education for Sustainable Development (pp. 97–104). Internal Quality Assurance Cell, Annamalai University. ISBN 978-93-92042-15-7. https://www.researchgate.net/publication/363349348_Understanding_the_Role_of_Education_in_Achieving_Sustainable_Development
2. Devi, C. G., **Aardhra Vasudevan.,** Vignesh, G. D., Priya, D., & Prasath, S. K. (2024). The mediating role of social media in relationship between antecedents of online marketing practices and customer retention and loyalty. Northern Economic Review, 15(1), 146–169. https://www.researchgate.net/publication/378518474_The_Mediating_Role_of_social_media_In_Relationship_between_Antecedentsof_online_Marketing_Practices_and_Customer_Retention_and_Loyalty
3. **Aardhra Vasudevan.,** Devi, C. G., & Priya, D. (Eds.). (2025). AI and machine learning in marketing. Shanlax Publications. <https://doi.org/10.34293/p/AI-and-Machine-Learning-in-Marketing>