



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Anu Savio

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

Areas of Specialisation:

Marketing, Finance & Agriculture Economics

Dr. Anu Savio is an Assistant Professor in the Department of Professional Accounting and Finance at Kristu Jayanti (Deemed to be University), Bengaluru. Her major research interests include marketing, finance, and agricultural economics, with a focus on sustainable development, consumer behaviour, and socio-economic development. Her research explores interdisciplinary perspectives connecting financial management, marketing practices, and agricultural sustainability. She has contributed to academic publications, including research papers and book chapters published by reputed publishers such as Springer Nature. Her scholarly contributions cover areas such as socio-economic conditions of agricultural communities, artificial intelligence in marketing, financial management, and emerging business practices.

Selected Publications:

1. Santhimol, M. C., & **Savio, A.** (2025). Socio Economic Status of Marginalised Cool Season Vegetable Cultivators in the Anjunadu Valley of Idukki District. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-86712-5_29
2. **Savio, A.**, & Shaji, J. P. (2026). Impact of Artificial Intelligence on Social Media Marketing. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-99470-8_33
3. SShaji, J. P., **Savio, A.**, Syalini, S., & Antony, A. (2026). An Investigation into the Falling Female Workforce Participation Rate in India. In Studies in Systems, Decision and Control (pp. 269–275). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-99470-8_30