



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Diana Erudiyathan

Assistant Professor
Department of Management
School of Business and Management

Areas of Specialisation:

Finance, Accounting, Marketing, Economics, General Management

Dr. Diana Erudiyathan is an Assistant Professor in the School of Business and Management at Kristu Jayanti (Deemed to be) University, Bengaluru, with nearly 10 years of experience in teaching and research in Commerce and Management. She holds a Ph.D. in Commerce (Finance) from the University of Mysore, with her doctoral research focusing on the Effectiveness of Direct Benefit Transfer schemes of Central Government. She also holds an M.A. in Economics from Kuvempu University and has qualified UGC-NET and K-SET in Commerce. Her areas of research interest include Finance, Accounting, Marketing, Digital Commerce, Economics and emerging business technologies. She has authored around 13 textbooks in Commerce and Management and has published research articles in Scopus-indexed, ABDC and UGC CARE-listed journals. Her research contributions include studies in AI-driven business applications, digital commerce, financial behavior, marketing and emerging financial technologies. She has also contributed to research through patents, copyrights and a minor research project. She has presented research papers at national and international conferences and actively contributes to academic research, curriculum development and Outcome Based Education. Her academic contributions have been recognized through various awards and professional honors.

Selected Publications:

1. Umesh, C., **Erudiyathan, D.**, Chester, J. R. E., Jovin, R. B., Rukmini, S. C., & Kumar, R. M. (2024). Unravelling the Nexus Between Personal Financial Planning Behavior and Financial Wellness Among Legal Practitioners: A Multi-dimensional Analysis. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-67890-5_30
2. Tejaswini, S., Brinda, M., & **Erudiyathan, D.** (2026). Unleashing the Power of Affiliate Marketing: Transforming Potential to Prospective Customers in Online Education. Springer Nature Switzerland. https://doi.org/10.1007/978-3-032-04378-8_90
3. P, K., Wachasundar, S., Paulraj, K., **Erudiyathan, D.**, Dutta, C., & Hojiwala Ajaykumar, R. (2025). Generative AI-Driven Personalized Ad Content Generation Framework for E-Commerce Platforms. IEEE. <https://doi.org/10.1109/icriset64803.2025.11252460>