



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Jithesh Mon Mullool

Assistant Professor
Department of Commerce (PG)
School of Commerce, Accounting and Finance

Areas of Specialisation:

Accounting, Marketing Management, Digital Marketing, Finance,
Artificial Intelligence in Business and Management

Dr. Jithesh Mon Mullool is an Assistant Professor in the Department of Commerce (PG), School of Commerce, Accounting and Finance, Kristu Jayanti (Deemed to be University), Bengaluru. He holds a Ph.D. in Commerce from Periyar University, Salem, and has over 15 years of teaching experience in higher education. His major research interests include Accounting, Finance, Marketing Management, Digital Marketing, Consumer Behaviour, Artificial Intelligence in Business and Management, Human Resource Analytics, and technology-driven business practices. His doctoral research focused on Marketing Management, with particular emphasis on contemporary marketing practices. He has published research articles in peer-reviewed and indexed journals, including publications indexed in Scopus and Web of Science, and has contributed research papers and book chapters to academic platforms. His research contributions include studies on digital marketing, MSMEs, artificial intelligence in auditing, and technology-enabled business practices. He has presented research at national and international conferences and actively engages in interdisciplinary research. His current research interests encompass accounting and financial practices, emerging technologies, data-driven decision-making, and contemporary challenges in business and management.

Selected Publications:

1. Mehta, K., Kolachina, S., Mavuri, S., Veetil, A. K. V., Patil, J., & **Mullool, J. M.** (2026). Exploring the impact of human resource analytics on employee engagement using neural networks in the public sector in India. *International Journal of Electronic Finance*, 15(1), 107–130. <https://doi.org/10.1504/ijef.2026.150291>
2. **Mullool, J. M.**, Kumuthadevi, K., & Neethu, A. E. (2025). Role of Digital Marketing in Empowering MSMEs: Adoption Practices and Performance Impact. *Smart Journal of Business Management Studies*, 21(2), 127–136. <https://doi.org/10.34293/2321-2012.2025.0002.10>
3. **Mullool, J. M.**, & A E, N. (2025). Revolutionizing Financial Oversight: The Transformative Power of Artificial Intelligence in Auditing. *International Journal on Science and Technology*, 16(4). <https://doi.org/10.71097/ijstat.v16.i4.8805>