



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Krishnamoorthi M

Associate Professor
Department of Commerce
School of Commerce, Accounting & Finance

Areas of Specialisation:

Corporate Finance, capital Markets, Financial Services ,
digital marketing & Consumer behavior

M. Krishnamoorthi is Associate Professor in School of Commerce, Accounting and Finance, Kristu Jayanti Deemed to be University, Bengaluru., India. He obtained Ph.D in Management from Manonmaniam Sundaranar University, MBA, M.Com and M.Phil from Annamalai University, B.Com from Thiruvalluvar University, Tamilnadu, and also he is qualified UGC NET in Management and TNSET in Commerce. He is a researcher and teacher in the area of finance for more than 15 years. His areas of interest are: Corporate Finance, Financial Markets, Banking and Financial Services. He published more than 50 research articles in reputed Journals, His research papers are known for depth and knowledge addition to the literature and most of them have practical relevance to industry and more on applied and strategy implications in the domain of corporate finance and capital market.. He has professional contributions to other Colleges and Universities at different levels ranging from being part of Member of Board of Studies, Member of Doctoral Advisory Committee, Panel member of thesis examiner etc. He is a life time member of Indian Society for Technical Education (ISTE) and other management research association.

Selected Publications:

1. Shyna, K. S., **Krishnamoorthi, M.**, Mathiyarasan, M., Krithika, J., & Thomas, T. G. (2026). Contextualising artificial intelligence in inclusive higher education. International Journal of Engineering Trends and Technology, 74(6), 221-230. <https://doi.org/10.14445/22315381/IJETT-V74I6P116>
2. Naveen Kumar R. Neerupa C.; **Krishnamoorthi M.** (2026). Wearing the future: A study on metaverse applications in apparel design and retail. Research Journal of Textile and Apparel, 1-20. <https://doi.org/10.1108/RJTA-09-2025-0212>
3. Naveen Kumar Neerupa C; Ramadevi V; **Krishnamoorthi M** (2026). The impact of online reviews and ratings on patient healthcare decisions. International Journal of Pharmaceutical and Healthcare Marketing, 1-23. <https://doi.org/10.1108/IJPHM-09-2025-0181>