



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. Poornima J

Associate Professor
Department of Professional Accounting and Finance
School of Commerce, Accounting and Finance

Areas of Specialisation:

Financial Markets and Investment Management, Banking and Financial Services, Marketing Strategies, Consumer Behavior, Digital Marketing

Dr. J. Poornima is an Associate Professor with 16 years of academic experience in Finance, Banking and Financial Services, Marketing, and allied disciplines. Her research interests encompass financial markets, banking and financial services, consumer behavior, marketing strategies, digital marketing, and contemporary issues in finance and management. She has contributed to scholarly research through publications in Scopus-indexed journals and edited volumes, including publications with Springer Nature. She is also the author of Business Policy and Strategic Management, published by S. Chand Publishing. She is a recipient of the Best Teacher Award on two occasions in recognition of her contributions to teaching and academic excellence. She has presented research at national and international conferences and has contributed as a resource person in Faculty Development Programmes, seminars, and academic forums. Her academic contributions include curriculum development, doctoral research evaluation, research mentoring, and academic administration. She is committed to advancing research-informed teaching, interdisciplinary learning, and industry-oriented education, with a focus on integrating contemporary developments in finance, banking, and marketing into higher education.

Selected Publications:

1. **Poornima, J.**, Jayashree, S., Bharath, S., Ebenezer, K., Amudhan, S., & Ganeshkumar, C. (2026). Navigating the Digital Landscape: A Study on Marketing Strategies for Start-Ups. In Studies in Systems, Decision and Control (pp. 523–536). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-99470-8_54
2. **Poornima, J.**, Jayashree, S., Gupta, D., Kumuda, P. R., Kowtal, J., & Amudhan, S. (2026). Artificial intelligence for sustainable future: Leveraging technology for a better world. In Studies in Systems, Decision and Control (pp. 931–941). Springer Nature Switzerland. https://doi.org/10.1007/978-3-032-10016-0_74
3. **Poornima, J.**, Jayashree, S., Raajarajeswari, M. A., Amudhan, S., Renuga, R., & Mohan Kumar, R. (2025). Analyzing youth consumer behavior through social media advertising in Bangalore: A focus on Facebook's role in the digital fashion age. In Studies in Systems, Decision and Control (pp. 945–955). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-67890-5_84