



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Prasanna P

Associate Professor
Department of Management
School of Business and Management

Areas of Specialisation:

Marketing, Consumer & Household Behaviour, Financial Inclusion, Accounting & Taxation, and Interdisciplinary Management Research

Dr. P. Prasanna is an Associate Professor and Coordinator in the School of Business and Management, Department of Management, Kristu Jayanti (Deemed to be University), Bengaluru, with over two decades of experience in higher education, research and academic administration. His major research interests include marketing, consumer and household behaviour, financial inclusion, accounting and taxation, and interdisciplinary management research. He holds a Ph.D. in Commerce from Bharathiar University and has successfully guided two M.Phil. scholars. His research achievements include serving as Principal Investigator of a UGC-funded Minor Research Project on rural household saving behaviour and contributing to community-based research on street vendors and women domestic workers in Bengaluru. His recent scholarly contributions span areas such as person-centred care, AI-related mobile app usage, women domestic workers, customer loyalty and fintech-enabled financial inclusion. He has also authored textbooks in Income Tax and Business Accounting, reflecting sustained engagement in research, teaching, academic leadership and scholarly publication.

Selected Publications:

1. Leelavathi, R., **Prasanna, P.**, Somasundaram, T., Madhusudhanan, R., & Surendhranatha Reddy, C. (2026). Reconceptualising complex needs in later life: a multidimensional framework for integrated person-centred care. Working with Older People, 1–20. <https://doi.org/10.1108/wwop-07-2026-0082>
2. Thandayuthapani, S., Rajalakshmi, V., Subha, B., Arunkumar, B., Sreenivasan, A., & **Prasanna, P.** (2026). Loyalty-Driven Success: A Sustainable Approach to Business Growth. Springer Nature Switzerland. https://doi.org/10.1007/978-3-032-10016-0_84
3. Somasundaram, T., Madhusudhanan, R., **Prasanna, P.**, Jisha, V. G., Excelce, A. J., & Rupashree, R. (2026). Prevalent Use of AI Related Mobile Apps Contributing to a Decline in the Growth of Cognitive Skills Among the Zoomers Generation. Springer Nature Switzerland. https://doi.org/10.1007/978-3-032-04378-8_55