



## Centre for Research & Development

### Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



#### **Dr. R Vijayakumar**

Professor  
Department of Commerce  
School of Commerce, Accounting & Finance

#### **Areas of Specialisation:**

Accounting, Costing, Taxation, Banking, Finance, Green Banking, Financial Analytics, and Digital Economy

Dr. R Vijayakumar is an accomplished academician and researcher in the field of Commerce, Banking, and Finance, with over 26 years of teaching experience and 13 years of research expertise. He holds a Ph.D. in Commerce with a specialization in Banking and Finance. His research contributions span emerging domains such as digital payments, artificial intelligence in finance, green banking, and customer behaviour analytics. He has published extensively in reputed international journals and contributed to edited volumes by leading publishers such as Springer and IGI Global. His scholarly work reflects a strong interdisciplinary orientation, integrating technology with finance. He has also made significant contributions to academic governance through his roles as a member of the Board of Studies and Board of Examination in reputed institutions. He actively participates in research evaluation and serves as a reviewer for international publications. His areas of specialization include Banking, Finance, Green Banking, Financial Analytics, and the Digital Economy. He remains deeply committed to academic excellence, research innovation, and mentoring students and scholars.

### **Selected Publications:**

1. Kumar, T. K. S., & **VijayaKumar, R.** (2025). Digital Payment: An Analysis of Demographic Facets of Rural Population. In Lecture Notes in Electrical Engineering (pp. 139–146). Springer Nature Singapore. [https://doi.org/10.1007/978-981-96-4391-2\\_15](https://doi.org/10.1007/978-981-96-4391-2_15)
2. Kumarasamy, P., & **VijayaKumar, R.** (2024). Consumer's Awareness of Green Marketing Practice—An Empirical Study. In Studies in Systems, Decision and Control (pp. 1027–1037). Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-50939-1\\_83](https://doi.org/10.1007/978-3-031-50939-1_83)
3. **VijayaKumar, R.**, & Sateesh Kumar, T. K. (2024). Exploring Temporal Dynamics of Customer Sentiments: A Comprehensive Analysis of Maybelline Kajal Product Reviews. In Studies in Systems, Decision and Control (pp. 411–419). Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-63402-4\\_34](https://doi.org/10.1007/978-3-031-63402-4_34)