



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Santhosh V

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

Areas of Specialisation:

Marketing, Green Marketing, Banking, Consumer Behaviour, Online Marketing

Dr. Santhosh V is an Assistant Professor in the School of Accounting and Finance at Kristu Jayanti (Deemed to be University), Bengaluru. He holds M. Com, PGDBA, M.Phil., and Ph.D. qualifications, reflecting a strong academic foundation. He brings over 15 years of teaching experience and 3 years of research experience, demonstrating consistent dedication to academic excellence and student development. He has published more than 38 research papers in peer-reviewed journals, including UGC-CARE listed, Web of Science, Scopus-indexed, and ABDC-ranked journals. He has also presented his research at various national and international conferences. His professional objective is to serve as a research advisor, produce high-quality publications, and contribute to academic innovation, industry collaboration, and outcome-based education in higher education institutions.

Selected Publications:

1. **Santhosh, V.**, & Kamal, Ch. R. (2024). A Study on How Perceived Benefits Affect Consumer Preference for Electric Vehicles in Bengaluru North. In *Studies in Systems, Decision and Control* (pp. 681–690). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-71526-6_59
2. Angadi, L. G., **Santhosh, V.**, Nagashree, Naveen, S., Angadi, P., Thandayuthapani, & Singh, A. (2025). A Study on Women Participation in MSME: Opportunities and Challenges in Bangalore City. In *Studies in Systems, Decision and Control* (pp. 133–143). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-85898-7_14
3. Stephen, A., Kumar, A., & **Santhosh, V.** (2026). The Human Element in Investments: Emotional, Financial and Social Dimensions Shaping Decision Processes. In *Studies in Systems, Decision and Control* (pp. 243–252). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-85398-2_22