



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Silambarasan V

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

Areas of Specialisation:

Commerce, Accounting, Finance, Human Resource Management and Marketing

Dr. V. Silambarasan is an academician and researcher with over 14 years of combined teaching and industry experience in Commerce and Management. He is currently serving as an Assistant Professor at Kristu Jayanti (Deemed to be University), Bengaluru. He holds a Ph.D. in Commerce from Bharathidasan University, along with M.Phil., M.Com., B.Ed., B.Com., and Diploma in Co-operation qualifications. His doctoral research focused on the problems and prospects of regulated markets in Krishnagiri District. His major research and teaching interests include Commerce, Accounting, Finance, Human Resource Management, Marketing, Banking, Financial Technology (FinTech), Digital Transformation, Behavioural Finance, and sustainable financial practices. He has authored a book titled Entrepreneurial Development and published 17 research articles, including 7 papers in Scopus-indexed journals. He has also contributed to conference publications and presented research papers at national and international conferences. Dr. Silambarasan has actively contributed to academic administration, quality assurance, FDPs, workshops, seminars, and conferences. He served as the Coordinator of the six-day AICTE ATAL Online Faculty Development Programme on “Transforming Teaching and Research with Generative AI”, organized by the Global Institute of Management Sciences from 15th September to 20th September 2025 and also he has served as a resource person and delivered a session on “Promoting Sustainable Development in the Forex Market through Machine Learning Techniques” on 20 February 2026. He is also a specialist in Case Study Analysis in Commerce and Management.

Selected Publications:

1. **Silambarasan, V.**, YV , Dr. U., P, Dr. Jyothi., Kumar, S., & K. Chitra, Dr. J. (2025). A Study n Coorporate Sustainability Reporting and Its Impact on Consumer and Investor Confidence. International Journal of Environmental Sciences, 2347–2357. <https://doi.org/10.64252/vz9e6642>
2. Uttamkumar, Y. V., **Silambarasan, V.**, Jyothi, P., Shivaraj Kumar, & Nehru, M. (2025). A study on high involvement work systems and their effect on employee performance using analytics: An analysis of milk industry. International Journal of Innovation Studies. <https://doi.org/10.5281/zenodo.15865015>
3. Jyothi, P., Uttamkumar, Y. V., Champa, T., Shivaraj Kumar, & **Silambarasan, V.** (2025, October). Optimization of image segmentation through the transportation problem framework. International Journal of Innovation Studies, 9(2). <https://iji-studies.com/index.php/IJIS/article/view/403>