



KRISTU JAYANTI
(DEEMED TO BE UNIVERSITY)
Under Section 3 of UGC Act 1956
A CMI INSTITUTION | BENGALURU | INDIA

Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Vidhya B

Assistant Professor
Institute of Management
Kristu Jayanti Institute of Management

Areas of Specialisation:

Corporate Social Responsibility, Finance, Accounts, Costing, General Management

Dr. Vidhya B. is an Assistant Professor at Kristu Jayanti Institute of Management, Kristu Jayanti (Deemed to be University), Bengaluru. She holds a Ph.D., from Bangalore University, along with UGC-NET and K-SET qualifications, and an M.Com in Finance from Central College, Bangalore University. She has expertise in accounting, finance, costing and general management. Her research interests center on Corporate Social Responsibility, banking, and finance, reflected in her doctoral thesis on CSR in the private banking sector. She has authored numerous publications in UGC-approved journals and international volumes, including a chapter published by Springer, and has presented papers at national and international conferences across India, contributing to academic community through knowledge dissemination and scholarly engagement.

Selected Publications:

1. Shobha, B. G., Jayalakshmi, K. U., **Vidhya, B.**, & Manisha, M. (2025). Currency Dynamics in Determining the Prices of Precious Metals in the Domestic and International Markets: A 52-Year Analysis. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-86708-8_29
2. **Vidhya, B.** (2019). CSR in India post Companies Act 2013. International Journal for Research in Engineering Application and Management (IJREAM), 5(9), 1851–1852 00000217/00000-88719
3. **Vidhya, B.** (2018). CSR Reporting Practices in Indian Private Sector Banks. Sumedha Journal of Management, 7(2), 29-37. <https://indianjournals.com/article/sjm-7-2-004>