



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. Thandayuthapani S

Associate Professor
Department of Professional Management Studies
School of Business and Management

Areas of Specialisation:

Consumer Behavior and Marketing Analytics
Artificial Intelligence in Marketing and Service Systems
Digital Marketing, Social Media, and Customer Engagement

Dr. Thandayuthapani is an academician and researcher specializing in marketing, consumer behaviour, and the application of emerging technologies in the retail and service sectors. With over 11 years of experience in teaching and research, he currently serves as an Associate Professor and is actively involved in academic administration, accreditation processes, and curriculum development. His research interests encompass AI-driven marketing, fintech, consumer engagement, sustainable retailing, and digital transformation. He has published over 28 Scopus-indexed research papers, along with additional contributions in Web of Science (WoS) and IEEE-indexed platforms, reflecting his commitment to high-quality, interdisciplinary research. He has been a recipient of research funding from ICSSR and holds patents in the areas of retail and financial innovation, demonstrating his focus on applied and impactful research. Beyond research, He contributes significantly to academia through Ph.D. guidance, faculty development programs, conferences, and guest lectures. His work integrates technology, sustainability, and consumer insights to address emerging challenges in the contemporary business environment while fostering a strong research culture.

Selected Publications:

1. **Thandayuthapani, S., & Thirumoorthi, P. (2025).** Enhancing Consumer Engagement Through Augmented Reality. In *Advances in Marketing, Customer Relationship Management, and E-Services* (pp. 255–274). IGI Global. <https://doi.org/10.4018/979-8-3693-9959-0.ch011>
2. **Thandayuthapani, S., Thirumoorthi, P., & Elantheraiyan, P. (2025).** Revitalizing Slow Fashion. In *Advances in Marketing, Customer Relationship Management, and E-Services* (pp. 373–396). IGI Global. <https://doi.org/10.4018/979-8-3693-9959-0.ch016>
3. **Thandayuthapani, S., Elantheraiyan, P., & Thirumoorthi, P. (2025).** Revolutionizing Food Preparation. In *Advances in Computational Intelligence and Robotics* (pp. 209–230). IGI Global. <https://doi.org/10.4018/979-8-3373-0432-8.ch010>