

FACULTY PROFILE

- Full Name: Prof. Vibin Krishnan R
- Qualification: M.Com., KSET., Dip. OBE & QA., Ph.D*
- Designation: Assistant Professor and IQAC Coordinator
- Experience: 6 Years in Teaching and Learning
2 Years in Corporate



About the Faculty (Brief Profile – 100 to 150 words)

I am a multifaceted academician driven by a deep commitment to educational excellence, pedagogical innovation and institutional quality enhancement. With a strong foundation in commerce and management, I currently serve as an Assistant Professor and IQAC Coordinator at Soundarya Institute of Management and Science, Bengaluru, where I actively integrate academic rigor with strategic leadership. I am pursuing my Ph.D. at Annamalai University and specialize in Outcome-Based Education, ICT-enabled teaching, curriculum design and quality assurance frameworks. My teaching philosophy centers on creating meaningful learning experiences, which is reflected in consistent student feedback and my role in mentoring students to publish research papers and present at national and international conferences. Beyond the classroom, I play a strategic role in institutional development-spearheading NAAC, NIRF and national ranking initiatives; contributing to Boards of Studies; and strengthening academic documentation and internal quality systems. My research and publications span Scopus-indexed journals, ISBN-registered books and international conference proceedings, with key interests in quality assurance, financial markets, micro-insurance and AI-driven business intelligence. I strongly believe that “Teaching keeps you young” because learning, curiosity, and purpose should never age.

Publications

1. Vibin Krishnan, R., & Swamy, M. R. (2021). Role of cyber security on financial institutions and its implication for investment decision making. In *Changing business setup and economic environment in the backdrop of COVID-19: Conference proceedings*. Puta Business School, Malaysia. ISBN: 978-93-92993-04-6.
2. Nagashree, R., Vibin Krishnan, R., & Hari Krishna, A. V. (2023). Conversational sustainability: Empowering eco-friendly practices through artificial intelligence chatbots. In *Sustainable synergy: A multidisciplinary exploration of possibilities across industries*. ISBN: 979-88-92332-93-4.

3. Vibin Krishnan, R. (2024). A paradigm shift in commerce education using AI: From how to teach to what to teach. In *Advancing innovation: The role of AI in transforming education in commerce, management, science and humanities*. ISBN: 978-93-9222-9-86-2.
4. Prof. Vibin Krishnan R, Prof. Nagashree, Prof. Harikrishna A V (2024), "Financial Markets and Services" Red unicorn Publishing ISBN: 978-93-5809-204-2.
5. Rathod, A., Ukkali, A. Y., & Krishnan, V. R. (2024). *Unveiling the power of packing: How design shapes consumer perception*. The Academic, 2(Special Issue 2), 229–24
6. Rakesh, M., Nitheesh, B. S., Rakshith, R. S., & Krishnan, V. R. (2024). *Impact of masala bond on Indian infrastructure companies*. The Academic, 2(Special Issue 2), 102–110.
7. Nagashree, Sheethal, B.R., Vibin Krishnan, R., Rachayyanavar, S.S., Kumar, A., Hari Krishna, A.V. (2025). Customer-Centric Technology: Examining Chatbot Performance and Fostering Trust in the Digital. In: Hamdan, A., Braendle, U. (eds) *Harnessing AI, Machine Learning, and IoT for Intelligent Business*. Studies in Systems, Decision and Control, vol 555. Springer, Cham. https://doi.org/10.1007/978-3-031-67890-5_78
8. Vibin Krishnan,R. (2025). *Advancing innovation, the role of AI in transforming Education in Commerce, Management, Science and Humanities- "A Paradigm Shift in Commerce Education using AI from how to teach to what to teach"* ISBN: 978-93-9222-9-86-2.

Other Achievements

Guest Speaker at various higher education institutions

Panelist at various social and welfare organisations

Board of Studies Member at The National College, Jayanagar

Social & Academic Profile Links

Email: vibinkrishnan@soundaryainstitutions.in

- LinkedIn Profile: www.linkedin.com/in/profvibinkrishnan
- Google Scholar Profile: <https://scholar.google.com/citations?hl=en&user=yZA9OXIAAAAJ>
- ORCID ID (if available): 0009-0000-9887-2867