



DR. NAGASHREE

M.Com | KSET | Ph.D.

Associate Professor & IQAC Co-Ordinator, Department of Commerce

Experience: 14 Years

Faculty Profile

Dr. Nagashree is a dynamic Associate Professor in the Department of Commerce at Soundarya Institute of Management and Science, Bangalore, and currently serves as the IQAC Coordinator. She holds a Ph.D. in Commerce and has several years of teaching and research experience in the areas of marketing, banking, and emerging financial technologies. Her academic specialization includes Artificial Intelligence applications in banking, customer relationship management, and digital banking services.

She has authored three books, published research papers in reputed Scopus and Web of Science indexed journals, and holds a patent. She has participated in FDPs, workshops, and presented research papers at national and international conferences. She is a recipient of the **Best Teacher Award** and has significantly contributed to institutional development through roles in IQAC, academic documentation, and organizing conferences, FDPs, and workshops.

Publications

1. Nagashree et al. (2025). An Analysis of GST's Impact on Logistics Management and Operational Costs in India. In *The Future of Work: How Technology is Transforming Jobs and Skills*. Studies in Systems, Decision and Control, vol 291. Springer. doi: 10.1007/978-3-031-87372-0_49
2. Paulmurugan, S., & Nagashree, M. (2024). Customer perception towards AI chatbots acceptance in Bangalore. *Migration Letters*, 21(S5), 198–204.
3. Nagashree et al. (2025). Customer-centric technology: Examining chatbot performance and fostering trust in the digital environment. In *Harnessing AI, Machine Learning, and IoT for Intelligent Business*, Vol. 555. Springer. doi: 10.1007/978-3-031-67890-5_78
4. Nagashree. (2023). Customer perception towards AI driven chatbots of select banks in Bangalore. *Stochastic Modelling and Computational Science*, 3(3). ISSN: 2752-3829.
5. Nagashree et al. (2025). A Study on Women Participation in MSME. In *The Digital Edge: Transforming Business Systems for Strategic Success*, vol 584. Springer. doi: 10.1007/978-3-031-85898-7_14

Books Published

1. Nagashree. (2024). *The Battles and the Rise: Corporate Government in India*. Mahi Publication. ISBN: 978-81-971922-2-7.
2. Nagashree. (2024). *Financial Market and Services*. RedUnicorn Publication. ISBN: 978-93-5809-743-6.
3. Nagashree. (2023). *Win in Silence: Start Ups*. Mahi Publication. ISBN: 978-93-95581-79-0.

Other Achievements



- National Builder Awards 2024 — recognized by International Institute of Organized Research for outstanding performance in the academic field.
- Member of the Board of Examination in affiliated and autonomous colleges.

Contact & Academic Profiles

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