



DR. THANUJA V

M.Com | MBA | B.Ed | PGDEC | Ph.D.

Associate Professor & Programme Coordinator, Department of Commerce

Experience: 14 Years

Faculty Profile

Dr. Thanuja V is an Associate Professor and Programme Coordinator in the Department of Commerce at Soundarya Institute of Management & Science, Bengaluru, with over 13+ years of teaching and research experience. She holds a Ph.D. in Digital Banking. Her academic interests include Accounting, Financial Management, Marketing, HRM, Digital Banking, Investment Management, E-Commerce, and Taxation, with a focus on emerging trends in financial technologies and business analytics.

She has presented research papers at national and international conferences and published articles in Scopus and Web of Science indexed journals. She has filed a patent titled "*Device for Maximising Performance with Strategic Rewards*" and serves as Editor of the Journal of Research in Information Technology and Management (JRITM). Dr. Thanuja contributes to institutional development as Programme Coordinator, IQAC Core Committee Member, NAAC Criterion II Convenor, SPARSH Women Empowerment Cell Coordinator & Certified POSH Trainer, and is a life member of CTPD, ISDS, and CMAOI.

Publications

1. Thanuja, V. (2025). Leveraging corporate social responsibility (CSR) to drive customer loyalty and strengthen brand positioning. *International Journal of Humanities Social Science and Management*, 5(1), 769–776.
2. Thanuja, V. (2025). Emotional labor, digital fatigue, and work-life balance among serial actresses in Karnataka. *International Journal of Innovative Research in Technology*, 12(8).
3. Thanuja, V. (2025). Perception and preparedness for CSR and sustainable development among management students in Bengaluru. In *Corporate Responsibility and Sustainable Development*. Jyotikiran Publication. ISBN: 978-93-47108-38-9.
4. Kasilingam, R., & Thanuja, V. (2024). Customers' satisfaction on digital banking system – select public sector banks in Karnataka. *Journal of Advanced Zoology*, 45(1), 875–884. doi: 10.17762/jaz.v45i1.3432 (Web of Science Indexed).
5. Kasilingam, R., & Thanuja, V. (2023). Customers' perception on challenges of digital banking – select public sector banks in Karnataka. *Journal of Advanced Zoology*, 44(S6), 2220–2229. doi: 10.53555/jaz.v44iS6.3434 (Web of Science Indexed).
6. Thanuja, V. (2023). Financial inclusion through self-help groups: A study on KMF Nandini SHGs for women in Bangalore Rural District. *International Journal of Multidisciplinary Educational Research*, 12(4), 97–105.
7. Thanuja, V. (2023). Blockchain technology in banking: Applications, challenges and security issues. *International Journal of Advanced Academic Research*, 4(10), 39–48.
8. Thanuja, V., & Co-author. (2023). A study on investment avenues preferred by employed women in higher education. *International Journal of Advanced Academic Research*, 4(10), 75–80.

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