



MR. G VASANTH KUMAR

B.Com (Honours) | M.Com | (Ph.D.)

Assistant Professor, Department of Commerce & Management

Experience: 6 Years (2 Corporate, 4 Academic)

Faculty Profile

Mr. G. Vasanth Kumar is a dedicated faculty member in the Department of Commerce and Management, specializing in Commerce, Human Resource Management, and Business Research. He is currently pursuing a Ph.D. in Commerce, with thesis submission completed. With over four years of teaching experience and strong involvement in research, he has contributed to more than 50 collaborative publications and conferences.

His academic focus areas include job crafting, work-life balance, digital literacy, psychological empowerment, and knowledge management.

Research & Publications

- Published more than 10 research papers in peer-reviewed journals including *International Journal of Multidisciplinary Educational Research* and *IJMER*, with focus on marketing analytics, HR analytics, finance, digital marketing, DEI, and workplace well-being.
- Contributed book chapters and interdisciplinary research works. Scopus ID: 57216622804.

Contact & Academic Profiles

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