



MR. HARI KRISHNA A V

M.Com | PGDBA | (Ph.D.)

Assistant Professor, Department of Commerce

Experience: 7 Years

Faculty Profile

Prof. Hari Krishna A V holds an M.Com degree with specialization in Accounting and Taxation from Acharya Institute of Graduate Studies under Bangalore University, and a PGDBA from Bangalore University. He is presently pursuing his Ph.D. at Annamalai University.

He has published more than six research papers in UGC CARE, Scopus-indexed, and peer-reviewed journals, and has actively participated in more than 50 workshops, seminars, and conferences. He is a lifetime member of the Commerce and Management Association of India and serves as a **Global Ambassador of Sustainability**.

Publications

1. 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

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