

**Profile of Research Supervisor (Guide): Dr. Manmohan Singh Bengaluru City University**

**Discipline of Supervision:** Commerce



**Dr. Kanthamma H K**

Assistant Professor

Department of Commerce

**Areas of Specialisation:** HRM, OB, Finance & Taxation

Dr. Kanthamma H.K. has made significant contributions to research in commerce and management through publications in reputed national and international journals, including a Scopus-indexed journal. Her research encompasses greenwashing and consumer behaviour, digital marketing, digital payment systems, employee engagement, and organizational culture, reflecting an interdisciplinary approach to business and management studies. She holds two published patents on technology-enabled business solutions: a customer relationship management platform with personalized marketing automation and an AI-based system for real-time financial risk assessment and fraud detection. Additionally, she has authored three book chapters on women entrepreneurship and financial inclusion, artificial intelligence in recruitment, and inventory management in supply chains. She has presented and published more than nine papers at national and international conferences on themes such as entrepreneurship, green banking, consumer behaviour, digital marketing, and sustainable management practices. Her ongoing seed money project examines women entrepreneurship and empowerment through a socio-economic analysis of small and medium entrepreneurs in Bengaluru. Dr. Kanthamma has also served in several academic leadership roles, including IQAC Coordinator, Board of Studies Member, Syndicate Member, and Academic Council Member, contributing substantially to academic quality, curriculum development, and research innovation.

**Google Scholar link:** <https://scholar.google.com/citations?user=5NdkWYEAAAAJ&hl=en>

**Selected Publications:**

1. **Kanthamma, H. K.** (2025). How greenwashing influences purchase intentions for eco-friendly products. *International Journal of Environmental Sciences*, 11(18s). ISSN 2229-7359.
2. **Kanthamma, H. K.** (2024). A study on the impact of digital marketing buying behaviour on working women with specific reference to Bengaluru City. *International Journal of Research Publication and Reviews*, 6(3). ISSN 2582-7421.
3. **Kanthamma, H. K.** (2019). Impact of organisational culture on employees with reference to private organisations in Bangalore. *International Journal of Research in Commerce & Management*, 10(3). ISSN 2231-5756.