

Faculty Profile

Name: A.Vasanthi

Designation: Assistant Professor

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Brief Profile:

I am an Assistant Professor in Management and a Ph.D. scholar (thesis submitted), passionate about teaching, research, and student development. I possess strong communication, analytical, mentoring, and academic administration skills, and I strive to create an engaging and innovative learning environment. My research interests include influencer marketing, digital transformation, and artificial intelligence applications in management. I am committed to promoting professional ethics, continuous learning, and holistic student development while contributing meaningfully to academic excellence.

Academic Qualification:

Qualification	Degree	Institution/University
Ph.D.,	Ph.D in Management	Alagappa Institute of Management, Alagappa University.
PG	MBA(MM)	Annamalai University.
UG	BBM(IS)	PSG College of Arts and Science.

Functional Area (s):

- General Management
- Marketing.

Skills/Certifications:

- ICT Academy – Mutual Funds (29th June to 3rd July)
- ICT Academy – Microsoft Power BI Data Analyst Associate (8th Dec to 12th Dec 2025)

Professional Experience:

- Academic (yrs): 6 Months
- Industry (yrs): 2 Years
- Research (yrs): 3 Years

Research & Teaching Interests:

- Marketing
- Human Resources Management

Publications (APA style):**Journals**

- Sustainable Cultural Trends and Digital Influence: The Role of Instagram Influencers in Promoting Ethnic Wear among Gen-Z Women OIDA International Journal of Sustainable Development, Canada Volume 18, Issue 11, 2025 | ISSN: 1923-6654 (Print), 1923-6662 (Online) (Scopus Indexed – Q4)
- Global Business Transformation: Innovation, Technology and Sustainability Routledge – Taylor & Francis Group (Scopus Indexed – Q2)
- Influencer Marketing Effects on Women's Fashion Apparel Products Journal of the Oriental Institute Volume 73, Issue 04, October–December 2024.

Book Chapters:

- Digital Transformation: Leveraging Technology for Business Growth Published in Recent Phases in Business and Managements: 978-81-964205-7-4, Alagappa University, 2024.

Paper Presentations in Conferences:

- E-Marketing: An Overview – India's Opportunities and Challenges for Creating Sustainable Agri Retail Supply Chain (National Conference, Annamalai University, 2023).
- The Future of Digital Payments: Innovations, Trends, and Security – Navigating the Future: Emerging Trends and Strategies in Supply Chain Management (National Conference, JP College of Arts and Science, 2023).
- Role of Digital Marketing in the Fashion Industry – Digital Transformation: Leveraging Technology to Drive Business (National Conference, BIHER, 2023)
- Entrepreneurship - Challenge for Women: Conceptual Approach – Entrepreneurship and Start-Up Culture (International Conference, Don Bosco College, 2023).
- Digital Marketing Strategies for Sustainable Entrepreneurship – Innovative Entrepreneurship

for Sustainable Economic Development (National Conference, Alagappa University, 2023).

- Logistics – Conceptual Approach – International Journal of Research and Publication and Review (ISSN 2582 – 7421, Volume 4, Issue 12, December 2023).
- Regulatory Challenges in the Era of Digital Banking - International Journal of Scientific Research in Engineering & Management, (ISSN 2582- 3930, Volume 8, Issue 3 March,2024).
- The New Age of Fashion: Women’s Apparel through the Lens of Influencer Marketing – Contemporary Issues on Research (International Conference, Idhaya College, 2024).
- Influencer-Driven Consumer Trends in Women’s Fashion – The Future of Digital Currencies and Their Impact on Financial Systems (International Conference, Anandha College, 2024).
- Beyond Innovation: Redefining Business Models in The Digital Era - Research Explorer – International Journal on Economics and Business Management, (ISSN 2250 – 1940(P),2349 – 1647 (O), Volume XIV, Issue – 45, January to March 2025).
- Empowering Women Through Digital Platforms: Strategies for Success in Business (National Seminar,2025).
- Artificial Intelligence in Marketing: Strategies, Challenges and Opportunities (International Conferences, Dr.R.K. Shanmugam College of Arts and Science, Kallakurichi, September 2025).
- Gold Investment Decisions Under Economic Uncertainty – A strategic Analysis of retail Investors Risk Perception (International Conferences, Innovation, Strategy and Entrepreneurship,6 March, Hallmark Business School, Trichy).
- Artificial Intelligence as A Strategic Intervention for Enhancing Decision – Making in Modern Organizations. (International Conferences, Innovation, Strategy and Entrepreneurship,6 March, Hallmark Business School, Trichy).
- Strategic Innovations and Opportunity Recognition skills in Management Graduates. (International Conferences, Innovation, Strategy and Entrepreneurship,6 March, Hallmark Business School, Trichy).