

Dr PREKSHA DASSANI, M.Com, UGC (NET), Ph.D.

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PROFESSIONAL SUMMARY

A dedicated individual passionately seeking an environment to utilise my research knowledge in behavioural finance and fintech, along with teaching in finance and accounting.

EDUCATION & ADDITIONAL QUALIFICATION

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| 1. Andhra University-Ph.D (Full time)
Thesis titled- "A study on Behavioural biases and its influence on Stock market Investors' decision"(With reference to Individual Investors in Visakhapatnam city) | 2018 - 2022 |
| 2. Andhra University
M.com (Finance and accounting) CGPA - 7.96 | 2014 - 2016 |
| 3. Gayatri Vidya Parishad College for Degree and PG courses (A)
B.com CGPA – 9.8 | 2011 – 2014 |
| 4. Qualified UGC-NET-Assistant Professor (Commerce) | March 2018 |

TEACHING EXPERIENCE

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| 1. Assistant Professor, Gargi College, University of Delhi, Siri Fort Road, New Delhi | April 2026 onwards |
| 2. Assistant Professor, Maharaja Surajmal Institute, affiliated to GGSIPU, New Delhi | August 2023 – Present |
| 3. Assistant Professor, Institute of Innovation in Technology and Management (IINTM),
affiliated to GGSIPU, New Delhi | June 2022 – July 2023 |
| 4. Guest Faculty (Commerce), Gargi College , Delhi university | January 2022 – March 2022 |
| 5. Lecturer, Dr. Lankapalli Bullayya College, Visakhapatnam | July 2016 - March 2018 |

RESEARCH CONTRIBUTION

PUBLICATIONS -

1. Paper titled- "**Factors affecting behavioural intention to use Generative Artificial Intelligence Tool: A Multigroup analysis**", Information Systems Frontiers- Q1 & ABDC 'A' Category journal, 8th July, 2025 <https://doi.org/10.1007/s10796-025-10624-z>
2. Paper published in **Economic and Political Weekly (EPW)**, titled- "**Livelihood Vulnerabilities of Tribals during COVID-19: Challenges and Policy Measures**" ISSN (Print) - 0012-9976 | ISSN (Online) -2349-8846 March 13, 2021, Vol LVI (56), No. 11, Pg.19-22, **Scopus Indexed-Q2 & ABDC 'B' category** <https://www.epw.in/journal/2021/11>, H-Index-48.
3. Paper published in **Review of Professional Management: A Journal of Management** titled "**Cognitive Dissonance Bias Among Stock Market Investors**", ISSN: 0972-8686. Online ISSN: 2455-0647 Vol 20, Issue 1, June 2022, Pg.76-85- UGC CARE listed
4. Paper published in **Anusandhan Journal**- New Delhi Institute of Management's (NDIM) Journal of Business and Management Research- Titled- "**Understanding Investor behaviour using Prospect Theory: An Indian Perspective**", ISSN 2581- 8120 Vol III, Issue 1, February 2021 Pg. 42-50

5. Paper published in **Review of Professional Management: A Journal of Management** titled- “**Socio-cultural Capital and Educational Inequalities: A Critical Analysis**”, ISSN : 0972-8686 , Online : 2455-0647, Vol 22, Issue 2, UGC CARE listed, May 2025
6. Published book chapter titled- “**Behavioural factors influencing intention of Gen Z to use ChatGPT:Examining the moderating role of Education and Profession**” in Conference proceedings- Intelligent Strategies for ICT Proceedings of ICTCS 2023, Volume 2, Q4 in the eighth International Conference organized in Jaipur, India- Springer Publications-Scopus indexed

PRESENTATIONS-

1. Paper Presented titled- “**Examining the Intention to use AI Robo-Advisory services through Dual Factor Theory: Applying the Moderating role of Status Quo bias**” at 2nd India Conference on Information Systems(InCIS)” being organized by the AIS India Chapter (INAIS) & IIMA Centre for Digital Transformation (CDT) at IIMA from March 6 - 8, 2026.
2. Paper Presented titled- “**AI and Financial Robo-Advisory Services: Analyzing Drivers and Barriers through Dual- Factor Theory**” at 1st India Conference on Information System (InCIS) held at **Indian Institute of Management, Calcutta** from March 7-9,2025.
3. Case Presentation-“**Koo: A Case on Microblogging Dream that Faltered- Rethinking Atmanirbhar Bharat**” at IIM Nagpur Ivey Publishing Case Conference 2024, theme-Shaping the Future: Business Management Trends & Insights for Tomorrow”, **Indian Institute of Management Nagpur**, from 20th-22nd December,2024.
4. Paper presented titled- “**Integration of Herding Behaviour, Optimism bias, Perceived risk and UTAUT2to investigate ChatGPT adoption**” at the IFIP WG8.6 Conference- “Transfer, Diffusion, and Adoption of Next Generation Technologies”, **Indian Institute of Management (IIM), Nagpur**, from 15th -16th December, 2023.

Research Role-

1. **Reviewer for CAIS (ABDC A Journal) SI on Emerging Technologies for Sustainable Development:** The Grand Challenge, Vol 56 , Tentative 2025
2. **Reviewer for Information Systems Frontiers (ABDC ‘A’ journal)**
3. **Reviewer for Journal of Systems and Information Technology (ABDC ‘B’ journal)**

RESEARCH EXPERIENCE

1. **Consultant - Centre for Informal Sector and Labour Studies, Jawaharlal Nehru University**
March 2022 – July 2022 under Prof. Minaketan Behera
2. **Research Assistant - Centre for Informal Sector and Labour Studies, Jawaharlal Nehru University**
October 2021 – December 2021 under Dr. Kali Chitti Babu
3. **Research Assistant - Centre for Informal Sector and Labour Studies, Jawaharlal Nehru University**
June 2021 – September 2021 under Prof. Minaketan Behera

RESEARCH WORKSHOPS / FDPs

1. Participated in a Refresher course on Indian Knowledge Tradition, Ethics & Human Values under MMTP, UGC-JNU organized by Zakir Husain Delhi College, University of Delhi from 21st January-4th February, 2025.

2. Attended a one Day Workshop on Case Writing at IIM Nagpur on December 20, 2024.
3. Participated in FDP on “NEP 2020 Orientation & Sensitization Programme under MMTP, UGC organized by UGC-MMTTC, National Institute of Educational Planning and Administration, New Delhi from 3rd June-12th June, 2024.
4. Participated in a One week National FDP on “Enhancing Research Competence : A Multidisciplinary Perspective “- Maharaja Surajmal Institute, from May-5 June,2024 “
5. Attended a 7-day training programme on Data Analysis using Statistical Package (SPSS) conducted by the Department of Statistics, Andhra University from 9th to 16th March 2020.
6. Attended a 5-day Workshop on Theory Building and Theory Testing using Structural Equation Model- Gitam University. Visakhapatnam held from 6th -10th January 2020
7. Attended 10 days ICSSR Sponsored Research Methodology Course in Jawaharlal Nehru University, Delhi held from 9th-18th December 2019.

ADDITIONAL DETAILS - SUBJECTS TAUGHT & RESEARCH

1. Financial Markets and Institutions
2. Financial Management
3. Fundamentals of Accounting and Tally

Responsibilities as Research Assistant & Consultant:

1. Worked in the areas of informal sector and tribal issues
2. Analysis and presentation of quantitative data related to Gulf Migration.

ACCOLADES

- Recipient of ICSSR Doctoral Fellowship- Batch 2019-20
- Scholarship from the UGC under PG Merit Scholarship for University Rank holders (2014-2016)
- Completed National Institute of Securities Markets-Series XII-Securities Markets Foundation Certification Examination with 77 marks, March 2023.

REFERENCES

Will be provided upon request.

(PREKSHA DASSANI)