



Name: Kushal Babu V

Designation: Assistant Professor

Specialization: Finance

Email : Kushal.babu@jainuniversity.ac.in LinkedIn: <https://www.linkedin.com/pub/kushal-babu/77/a70/3bb>

Qualification

BCom(Finance) JAIN
Deemed to be University
MCom(Finance) JAIN
Deemed to be University
MBA(Finance)
Pondicherry University
Pursuing Ph.D (Finance)

Work Experience

6+ Years

Courses Facilitated

Management Accounting
Financial Markets
Organisational Behaviour
Human resource
Security Analysis and
Portfolio Management
Advanced Financial
Markets & Services
Economics
Marketing
Excel & Tally
People Management
Trends in Commerce
Auditing
Management Information
System

**Career
Summary**

Dedicated academician with 6 years of enriching experience in the field of finance and economics education. Renowned for my passion for teaching and a profound understanding of complex financial concepts, I have consistently inspired and empowered students to excel in their academic pursuits.

My expertise lies in simplifying intricate financial and economic principles, making them accessible to a broad audience. This is underpinned by a robust foundation in finance, allowing me to provide practical insights and real-world applications to my students.

I have a proven track record of cultivating critical thinking, problem-solving, and analytical skills among my students, resulting in remarkable academic achievements. I am adept at fostering an engaging and interactive learning environment that encourages student participation, ignites their curiosity, and instils a deep appreciation for the intricacies of finance and economics.

As an educator, my goal is not only to impart knowledge but also to inspire the next generation of financial experts and economic thinkers. I am committed to continuous learning and stay abreast of the latest trends and developments in the world of finance, ensuring that my students receive the most up-to-date and relevant education.

Seeking opportunities to contribute my expertise to educational institutions, research initiatives, or professional development programs, where I can continue to nurture a passion for finance and economics while fostering a new generation of informed and capable professionals.

Key Skills:

- Finance and Economics Instruction
- Curriculum Development
- Financial Analysis
- Data Interpretation
- Research and Publications
- Student Engagement and Mentorship

Member on Committees /
Editorial Boards

Professional
Memberships

**Research
Interest**

1. **Financial Markets and Asset Pricing:** Exploring the dynamics of financial markets, asset pricing models, and the impact of various factors, such as macroeconomic variables, market sentiment, and regulatory changes, on asset prices.
2. **Behavioral Finance:** Investigating the psychological aspects of decision-making in financial markets, including behavioral biases, investor sentiment, and their influence on investment and trading strategies.
3. **Corporate Finance and Governance:** Studying corporate financing decisions, capital structure, and governance mechanisms, with a particular focus on how these factors affect firm value and performance.
4. **Economic Policy Analysis:** Analyzing the economic implications of government policies, such as fiscal and monetary policies, trade policies, and their effects on economic growth, inflation, and income distribution.
5. **Financial Inclusion and Access:** Exploring the role of financial institutions and innovations in promoting financial inclusion, improving access to credit, and reducing economic disparities, especially in emerging markets.
6. **Sustainable Finance:** Investigating the integration of environmental, social, and governance (ESG) factors into financial decision-making, and assessing their impact on investment portfolios and corporate sustainability.
7. **Empirical Research and Data Analysis:** Leveraging advanced statistical and econometric techniques to analyze large datasets and draw meaningful insights in the field of finance and economics.

**Research
Publications**

1. Research paper published on "DATA ENVELOPMENT ANALYSIS TO ANALYSE THE EFFICIENCY OF DISTRICT CENTRAL COOPERATIVE BANKS IN INDIA WITH REFERENCE TO KARNATAKA" in SOUTH INDIA JOURNAL OF SOCIAL SCIENCES ISSN: 0972 – 8945, Vol. XXI, No.1, January – June : 2023, (UGC)
2. Research paper published on "Impact of Online Shopping among the Teaching Faculties – Post the Covid restrictions in Tamil Nadu state" in International Journal of Early Childhood Special Education, Vol 14, No.2,(2022) (Web of Science Group)
3. Research Paper published on "A STUDY ON CUSTOMER'S PERCEPTION TOWARDS MOBILE PAYMENT APPS" in Journal For Basic Sciences. ISSN No: 1006-8341, Volume 22. Issue 12. December 2022.
4. "System for Digital marketing strategies to drive sales" published in Indian Patent 202241058420 A, 21/10/22.
5. "BLOCKCHAIN TRANSACTION SYSTEM FOR BANKING AND MERCHANT MARKET" Published in Indian Patent 202241065334 A, 25/10/22.
6. "Mobile Device Marketing and Advertising Platforms, Methods, and Systems Using Artificial Intelligence 202241075430 A, 13/01/23.

**Articles / Case
Studies**

Consultancy / Projects	
Books / Chapters	
Activities	
Recognition / Awards	<ol style="list-style-type: none"> 1. Award of appreciation from the Association of Indian Universities for volunteering for the Khelo India University Games 2021. 2. Award on Stock Mind (First- Runner-Up) of the College Round organized by ICICI Direct Learning Initiative by NISM 3. Certificate of Appreciation from SAMRAKSHANA for Organising a workshop on “Comprehensive Life Skills, Sexuality and Personal Safety Program.” 4. Certificate of Appreciation from JAIN(Deemed-to-be-University) Under the aegis of Association of Indian Universities (AIU), New Delhi for Organising JAIN Utsav(36th Inter-University National Youth Festival).
Seminar Conferences Attended	<ol style="list-style-type: none"> 1. Attended five-day FDP on “Instructional design for effective teaching” conducted by 2. Attended one-day national conference on “Opportunities and Challenges For Business Under Climate Change Scenario” Organised by School of Commerce, JAIN Deemed to be University – 8th March 2017 3. Attended One Day FDP on “ Digitalisation in Accounting and Taxation” Organised by Faculty of Commerce, Jayanagar, Bangalore – 6th September 2018 4. Attended one day MDP on “Business Analytics with R” at the School of Commerce, JGI Knowledge Campus, Jain University – 7th September 2017 5. Attended seminar on “The Intricacies of Goods and Service Tax” organized by New Horizon College – 15th July 2017 6. Attended FDP on “Simplifying GST – Its Dynamic and Academic Approach” organized by JAIN University on 20th September 2016 7. Attended session on “Development of Emotional Wellness” organized by JU-Vishwas and Tatva 8. Attended seminar on “Anatomy of Union Budget – 2017” organized by Post Graduate Department of Economics, Jain University on 4th February 2017 9. Attended One Day UGC National Level Seminar “International Financial Reporting Standards(IFRS)/Indian Accounting Standards (INS AS) – An Impact Seminar” Organised by St. Joseph’s College of Commerce on 31st August 2016

10. Attended Two Days Workshop on SAMRAKSHANA “Comprehensive Life Skills, Sexuality and Personal Safety Program” organized by Jain University - 2017
11. Attended one Day Certification Course on “Basics of Fundamental and Technical Analysis” from The Stock Market Institute.
12. Attended International Conference on “Emerging Global Trends In Accounting, Finance and Taxation” organized by JAIN, School of Commerce Bangalore – 27th February 2019
13. Attended 4th National HR Conference on “HR 360 – Talent, Technology and Ideas” Organised by School of Commerce Studies, JAIN (Deemed-to-be-University) – 28th February, 2019
14. Attended National level Workshop on “Application of Statistical Tools in Research” Organised by Tumkur University – 15th June 2019
15. Attended National Level Webinar titled “ Implications of AI and ML on Marketing Landscapes” Organized by JAIN(Deemed-to-be-University) 2020
16. Attended International FDP on “Develop the ability to write research proposal” Conducted by AIMIT – 24th April 2020
17. Attended Five Day FDP on “Financial Innovations for Holistic Development” From School of Commerce, JAIN (Deemed-to-be-University) 12th-16th October 2020
18. Attended one day Webinar on “NDLI User Awareness Webinar” Organized by JAIN (Deemed-to-be-University) collaboration with National Digital Library of India
19. Attended Three Day National Level FDP on “ACT-Right Now”, Covid 19 and its implications, organised by School of Commerce, JAIN(Deemed-to-be-University)
20. Attended one Day Workshop on “Outcome Based Education” – A Perspective Organized by Faculty Research Cell – Samshodhana, School of Commerce, JAIN(Deemed-to-be-University) – May 2023
21. Attended one day International Conference on “Redefining and Transforming the role of Higher Education for Sustainable Development” Organized by Samshodhana, School of Commerce, JAIN(Deemed-to-be-University) September 2021
22. Attended National Level Three-day FDP on “ Unleashing Excellence of Academia Through Pedagogic Tools” Organized by Samshodhana, School of Commerce, JAIN(Deemed-to-be-University) – September 2020
23. Attended one day international conference on “Business and Education in the new Global Realities” Organized by Samshodhana, School of Commerce, JAIN(Deemed-to-be-University) December 2020

24. Attended 5th International Conference on “Emerging Global trends in Accounting, Finance and Taxation” Organized by Samshodhana, School of Commerce, JAIN(Deemed-to-be-University) April 2021
25. Attended a 2nd International Conference on Redefining Human Resource and Marketing Management Perspectives” Organized by Samshodhana, School of Commerce, JAIN(Deemed-to-be-University) April 2021
26. Attended Five Day National Level Webinar on “ Enhancing Research and Teaching Capabilities – New Educational Policy” Organized by Post Graduate Department of JAIN College in March 2021.
27. Attended Five-day FDP on “Advanced Excel for Research” Organized by Samshodhana, School of Commerce, JAIN(Deemed-to-be-University) April 2021
28. Attended Two-day FDP on “Case Analysis and Teaching” Organised by Kautilya Entrepreneurship and Management Institute (KEMI) – Aug and September 2018
29. Attended One Day National Level Webinar on “Continuing Professional Development of Academia on Digital Era” Organized by Samshodhana, School of Commerce, JAIN(Deemed-to-be-University) July 2020
30. Attended National Level Webinar on “Digital Thinking and Mobile Teaching” Organized by Samshodhana, School of Commerce, JAIN(Deemed-to-be-University) – July 2020
31. Attended National Level Webinar on “Art of Writing Articles and Publishing in H-indexed Journals” Organized by Samshodhana, School of Commerce, JAIN(Deemed-to-be-University) August 2020
32. Attended National Level Webinar on “National Education Policy 2020 – A review” Organized by Samshodhana, School of Commerce, JAIN(Deemed-to-be-University) August 2020
33. Attended National Level Webinar on “National Education Policy 2020 – Moving Towards Implementation” Organized by Samshodhana, School of Commerce, JAIN(Deemed-to-be-University) November 2020
34. Attended National Level Webinar on “Indian Capital Markets the Pre and Post Covid Scenario” Organized by Samshodhana, School of Commerce, JAIN(Deemed-to-be-University) November 2020
35. Attended One Week workshop conducted by NITTTR, Chandigarh on Business and soft skills management September 2022
36. Attended One Week workshop conducted by NITTTR, Chandigarh on Leadership and Management development January 2023

		<p>37. Attended One Week workshop conducted by NITTTR, Chandigarh on Blue Ocean Strategy for Entrepreneurship Promotion March 2023</p>
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