



**Name: LAVANYA MARY L**

Designation: ASSISTANT PROFESSOR

Specialization: BANKING AND INSURANCE

Email : lavanya.mary@jainuniversity.ac.in

Linkedin: <https://www.linkedin.com/in/lavanya-mary-48ab05311/>

**Qualification:**

MCOM, NET

**Work Experience:**

- Industry: May 2015 to June 2017, Fidelity Investments Pvt Ltd
- Teaching: October 2019 to June 2022, Jain (Deemed-to-be University) August 2022 to August 2023 St Joseph’s Evening College (Autonomous)

**Courses Facilitated:**

- Banking and Insurance
- Direct and Indirect Taxation

**Member on Committees / Editorial Boards**

None

**Professional Memberships**

- Insurance Institute of India

**Career Summary**

Lavanya Mary, with a Master's in Commerce, has a versatile career spanning financial services and academia. At Fidelity Investments, she managed retirement benefits, document verification, and client communication, showcasing her analytical and mentoring skills. Transitioning to academia, she served as an Assistant Professor at Jain (Deemed-to-be University) and St. Joseph’s Evening College, excelling in lecturing, curriculum development, student mentoring, and research publication. Her roles included evaluating assignments, conducting exams, and organizing academic events. She is skilled in event planning, workshop facilitation, and has published two research papers in Scopus.

**Research Interest**

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**Research Publications**

- **Calendar anomalies in the Indian Stock Market: Monsoon Effect**  
Scopus: Academy of Accounting and Financial Studies Journal (Print ISSN: 1096-3685; Online ISSN: 1528 2635)  
[Link](#)
- **Digital payment systems (DPS) and its influence on impulsive buying behavior of consumers**  
Scopus: International Journal of Health Sciences, 6(S2), 2095<sup>2</sup>2102.  
[Link](#)

**Articles / Case Studies**

None

**Consultancy / Projects**

None

**Books / Chapters**

None

**Activities**

None

**Recognition / Awards**

None

	<b>Seminar Conferences Attended</b>	<b>None</b>
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