



**Name: Swathi Shekar**

Designation: Assistant Professor

Specialization: Accounting and taxation

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**Qualification**

M.Com  
NET  
KSET  
PhD (Pursuing)

**Work Experience**

Eight years

**Courses Facilitated**

B.COM

**Member of Committees / Editorial Boards**

**Professional Memberships**

<b>Career Summary</b>	I am an accomplished Assistant Professor in Commerce with expertise in Accounting and Taxation. My drive for excellence in finance matches my passion for teaching. I am committed to nurturing the next generation of professionals through dynamic and engaging instructional methods.
<b>Research Interest</b>	My research focuses on Behavioral Finance, exploring the intricate psychology behind investor decision-making in the stock market, aiming to unravel market anomalies and enhance investment strategies.
<b>Research Publications</b>	I am currently awaiting confirmation of publication for two research articles.
<b>Articles / Case Studies</b>	<ol style="list-style-type: none"> <li>1. "A comprehensive review of momentum and contrarian strategies using bibliometric analysis."</li> <li>2. "An empirical study on investment preference of working women in Bangalore city with special reference to the corporate sector."</li> <li>3. "Stress Management in Bank Employees - A comparative study between public and private sector bank"</li> </ol>
<b>Consultancy / Projects</b>	Nil
<b>Books / Chapters</b>	Authored a textbook titled "Cost Accounting," designed in alignment with the National Education Policy (NEP) syllabus, published by Skyward Publishers."
<b>Activities</b>	Staff secretary Extra classes coordinator
<b>Recognition / Awards</b>	
<b>Seminar Conferences Attended</b>	International Conference on "Interdisciplinary Engagement and Social Innovations in Business and Tourism" on October 5th and 6th, 2023, at CHRIST University.

