



Maharaja Surajmal Institute

Affiliated to GGSIP University & NAAC 'A' grade accredited.
 Rated as Category 'A+' by SFRC & 'A' by JAC Govt. of NCT of Delhi
 Recognised U/s 2(f) of UGC Act

Faculty Profile

1. **Name of Faculty:** Dr. Preksha Dassani
2. **Date of Joining:** 1st August, 2023
3. **Present Position:** Assistant Professor
4. **Department:** Management (BBA)
5. **Email ID:** prekshadassani@msijanakupuri.com
6. **Profile:**

Your profile (glorify your work)

A well-organized and dedicated individual who is passionate about teaching and research. During my doctoral programme and M.Com course I was a recipient of ICSSR Doctoral Fellowship and UGC-Post Graduate Merit Scholarship for University Rank holders. Along with paper presentations in National and International conferences, I have also published several papers in journals (UGC listed and Scopus indexed) and as book chapters. I have keen interest in research and like to collaborate with researchers as it helps to improve my skills and broaden my horizon of knowledge which will reflect in my teaching.

7. Educational Qualification:

| S No. | Degree (graduation onwards) | College and/ or University | Year |
|-------|-----------------------------|--|------|
| 1. | B. Com | Gayatri Vidya Parishad College for Degree and PG courses (Autonomous), Visakhapatnam | 2014 |
| 2. | M.Com | Andhra University, Visakhapatnam | 2016 |
| 3 | Ph.D | Andhra University, Visakhapatnam | 2022 |
| 4. | Additional - NET | University Grants Commission Subject : Commerce | 2018 |

8. Employment Record (Latest First)

| S No. | From [Month & Year] | To [Month & Year] | Employer Name | Positions Held | No of Years |
|-------|---------------------|-------------------|---|---------------------|-------------|
| 1 | August, 2023 | Present | Maharaja Surajmal Institute, affiliated to Guru Gobind Singh Indraprastha University, New Delhi | Assistant Professor | |
| 2 | July, 2022 | June, 2023 | Institute of Innovation in Technology and Management (IITM), affiliated to Guru Gobind Singh Indraprastha University, New Delhi | Assistant Professor | 11 months |

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|---|--------------|-----------------|--|--------------------|-----------|
| 3 | March,2022 | July,2022 | Under Dr. Minaketan Behera, Associate Professor, Centre for Informal Sector and Labour Studies, Jawaharlal Nehru University, New Delhi | Consultant | 3 months |
| 4 | January,2022 | March,2022 | Gargi College, Delhi University | Guest Faculty | 2 months |
| 5 | October,2021 | December,2021 | Under Dr.Kali Chitti Babu, Assistant Professor, Centre for Informal Sector and Labour Studies, Jawaharlal Nehru University, New Delhi. | Research Assistant | 3 months |
| 6 | June, 2021 | September, 2021 | Under Dr. Minaketan Behera, Associate Professor, Centre for Informal Sector and Labour Studies, Jawaharlal Nehru University, New Delhi | Research Assistant | 3 months |
| 7 | July,2016 | March,2018 | Dr. Lankapalli Bullayya College, Visakhapatnam | Lecturer | 1.8 years |

9. Research Papers in National and International Journals

| S No. | Title of Paper (Vol and Page No.) | Name of Journal | National/ International | SCI/ SSCI/ SCOPUS/ Care | SCIE/ ESCI/ UGC | Year of Publication | Impact Factor | No. of Citations |
|-------|---|--|-------------------------|-------------------------|-----------------|---------------------|---------------|------------------|
| 1 | Techno-Structural and Strategic Interventions in Change Management: The Case of a PSE in India | The IUP Journal of Organizational Behavior | National | UGC listed | CARE | 2025 | | |
| 2 | Socio-cultural Capital and Educational Inequalities: A Critical Analysis, ISSN: 0972-8686,E-ISSN:2455-0647, Vol 22, Issue 2 | Review of Professional Management | National | UGC listed | CARE | 2025 | | |
| 3 | Occupational and Health Safety of Women Migrant workers in Informal Employment: Challenges and the way forward" ISSN: 0974-5114 Vol XXXVII, Issue 3, Pg.43-64 | Perspectives in Social Work | National | UGC listed | CARE | 2022 | | |
| 4 | Cognitive Dissonance Bias Among Stock Market Investors ISSN: 0972-8686. Online ISSN: 2455-0647 Vol 20, Issue 1, Pg.76-85 | Review of Professional Management: A Journal of Management | National | UGC listed | CARE | 2022 | | |
| 5 | Health status | Indian Journal of Human | National | UGC listed | CARE | 2022 | | |

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| | and Healthcare services of Scheduled Tribes in Odisha: Challenges and the way forward", ISSN: 0973-7030 Online ISSN: 2456-480X, Pg.1-15 | Development (IJHD) | | | | | |
| 6 | Issues of Internal Migration in India: An Overview", ISSN 2581- 8120 Vol III, Issue 2, Pg. 10-14 | Anusandhan Journal- New Delhi Institute of Management's (NDIM) Journal of Business and Management Research | National | Peer reviewed | 2021 | | |
| 7 | Understanding Investor behaviour using Prospect Theory: An Indian Perspective", ISSN 2581- 8120 Vol III, Issue 1, Pg. 42-50 | Anusandhan Journal- New Delhi Institute of Management's (NDIM) Journal of Business and Management Research | National | Peer reviewed | 2021 | | |
| 8 | Livelihood Vulnerabilities of Tribals during COVID-19: Challenges and Policy Measures ISSN (Print) - 0012-9976 ISSN (Online) - 2349-8846-Vol LVI (56), No. 11, Pg.19-22, | Economic and Political Weekly (EPW-Commentary Section) | International | Scopus Indexed | 2021 | 0.33 | 6 |
| 9 | Coronavirus Pandemic and Informal sector workers in India: Impact and Possible Road Ahead ISSN 0258-0438, Vol. XLII No. 3, Page no. 59-76 | Man and Development | National | UGC CARE listed Journal | 2020 | | |
| 10 | Transforming Disabilities into Employability in Indian Labour Market: Challenges and Measures Towards Building a Fully Inclusive Society Vol 70 No.4, Page no.350-365 | Social Action- ISSN 0037-7627, | National | UGC care listed Journal | 2020 | | |

10. Research Papers presented / Published as full paper in Conferences/ Seminars:

| S No. | Title of Paper | Name of Conferences/ Seminars | National/ International | Name of Institution | Host | Year |
|-------|----------------|-------------------------------|-------------------------|---------------------|------|------|
|-------|----------------|-------------------------------|-------------------------|---------------------|------|------|

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|---|---|--|--------------------------|--|------|
| 1 | AI and Financial Robo-Advisory Services: Analyzing Drivers and Barriers through Dual-Factor Theory | 1 st India Conference on Information System (InCIS) | International | IIM Calcutta | 2025 |
| 2 | -“Koo: A Case on Microblogging Dream that Faltered- Rethinking Atmanirbhar Bharat” | Ivey Publishing Case Conference 2024, theme- Shaping the Future: Business Management Trends & Insights for Tomorrow” | International | IIM Nagpur | 2024 |
| 3 | Integration of Herding behaviour, Optimism bias, Perceived risk and UTAUT2 to investigate ChatGPT adoption | IFIP WG8.6 Conference, “Transfer, Diffusion, and Adoption of Next Generation Technologies” | International | Indian Institute of Management, Nagpur (IIM) | 2023 |
| 4 | Enhancing Tribal Livelihoods through Skill and Entrepreneurship in India: Prospects, Constraints, and Possibilities | International Conference on Significance of Technology in Empowering Tribal Communities in India | International Conference | Jawaharlal Nehru University, New Delhi. | 2022 |
| 5 | Access to Water, Sanitation and Hygiene Facilities: A Study of Problems of Migrant Workers and Road Ahead | International Conference “VARTANA 2021” on “Innovation An Engine for Inclusive Growth and Sustainable Development (IEIGSD) | International Conference | St.Claret College in Association with Department of Studies and Research in Commerce, Tumkur University, Bangalore | 2021 |
| 6 | Impact of Age on Portfolio size and scheme category selection by the Indian Mutual fund investors | International Multi-Disciplinary Conference on Health care Management: Today & Tomorrow | International Conference | Vidyalankar School of Information Technology, Mumbai | 2020 |
| 7 | Financial Technology and Financial Services | Technological Innovations in the Management Ecosystem | International Conference | Gitam University, Visakhapatnam | 2018 |
| 8 | Financial Inclusion In India-Measure And Progress | International Conference cum Workshop on Multidisciplinary Business Research the New Driver of Business Innovation | International Conference | St. Aloysius College (Autonomous), Mangalore. | 2017 |
| 9 | Role of Informational Technology Tools in Corporate Social Responsibility | International Conference: ISCSR-2017: UGC Sponsored Three Day International Seminar on Corporate Social Responsibility | International Conference | Acharya Nagarjuna University, Guntur | 2017 |

11. Books and Journals Published/Edited:

| S No. | Title of Book/Journal | Publisher | National/ International | Volume and Issue no. (in case of journal) | Year of Publication |
|-------|---|-----------------------|-------------------------|---|---------------------|
| 1 | Shodh Chintan-"Research Insights from Emerging Scholars | Imperial Publications | National | Volume 1 (1) ISBN 978-93-91044-67-1 | 2023 |

12. Book Chapters in National and International Books

| S No. | Title of Chapter (Page No.) | Name of Book | National/ International | Year of Publication |
|-------|---|---|-------------------------|---------------------|
| 1 | Behavioural factors influencing intention of Gen Z to use ChatGPT:Examining the moderating role of Education and Profession | Conference proceedings- Intelligent Strategies for ICT Proceedings of ICTCS 2023, Volume 2 | International | 2023 |
| 2 | Learning Difficulties among children and measures towards their Holistic development | Creating an Equitable Space for Teaching and Learning Towards Theory and Evidence-based Practice, Routledge India | International | 2023 |
| 3 | Prevalence of Emotional and Financial Stress among Management students pg. 327-340 | Achieving \$5 Trillion Economy of India", Springer Proceedings in Business and Economics Springer Verlag, Singapore | International | 2022 |
| 4 | Learning and Investing During COVID -19 Crisis: A Behavioral Finance Perspective Pg.49-51 | Innovative Teaching and Learning Process during COVID-19 | National | 2020 |