

**Name: Dr. Meera K L**

Designation: Assistant Professor

Specialization: FINANCE**Email:** meera_kl@cms.ac.in**Linked In:** <https://www.linkedin.com/in/dr-meera-k-l-2130ab59/?originalSubdomain=in>**Qualification**

MBA, Ph.D.

Work Experience**2021 - 2023**Head of the Department
The Oxford College of
Business Management**2014 - 2021**Academic Coordinator
Dayananda Sagar Business
Academy**2011 - 2014**Assistant Professor
Noble School of Business**2010 - 2011**Academic Coordinator
IBMR College**2003-2005**Bloom Public School
New Delhi**2000-2003**Finance Officer
Goyal MG Gases
New Delhi

1996-1999

Goldcrest Finance India
Limited, Bangalore
Finance Executive**Academic Identity****Orcid Id:** 0009-0008-8276-1669**Researcher Id:** JJJF-4248-2023**Google Scholar Id:** Atjl6gsAAAAJ**Vidwan Id:** 437337**Career Summary**

A seasoned academician and finance professional with a rich background in teaching, research, and administrative roles. I entered academia after a rewarding career stint as an industry professional and has served as a faculty at number of business schools prior to joining Jain university. My areas of Expertise are Financial Markets and Services, Behavioural Finance, International Finance, Quantitative Methods, Operations Management, Strategic Management, Financial Management, Derivatives Management, Investment Management etc.

As a faculty, I believe in a student-centred approach in the classroom and engage students in creative and challenging ways even while ensuring that teaching effectiveness is based on rigour and relevance. A true mentor, I actively involve myself in student affairs and play an active role in the professional development of students.

Research Interest:Behavioral Finance, Digital Financial Literacy, Art Investment, Collectible
Investment, Alternative Investments, Women Entrepreneurs, Business Analytics**Research Publications**

- 1) Differential Education as an Approach for Improving Future Specialist's General Competence , January 2024
- 2) Social Sciences in Management Research: Interdisciplinary Approaches for Sustainable Business Practices
Journal of Informatics Education and Research, Year 2023
- 3) Developing a strategic planning framework for Small and Medium Enterprises (SMES)
European Chemical Bulletin, Volume 12, Year 2023, Pages 460-469
- 4) Non-Fungible Tokens: Status, Future and Challenges ahead for Artists in India
Empirical Economical Letters, Year 2022
- 5) Personality Traits as Antecedents of Customer Orientation: The Moderating Effect

Courses Facilitated & Taught

- Corporate Finance
- Operations Management
- Business Management
- Strategic Management
- Business Statistics
- Business Mathematics
- Quantitative Methods
- Financial Management
- Security Analysis
- Investment Management
- International Finance
- Financial Markets and Services
- Derivatives and Risk management

- of Stress Variables on Customer Contact Service Employees
KOREA REVIEW OF INTERNATIONAL STUDIES, Volume 15, Year 2022
- 6) Investors behavioral study on art as an alternative investment asset class
Mukt Shabd Journal, Year 2021
 - 7) The influence of financial literacy on collectibles as an alternative investment avenue: effects of financial skill, financial behaviour, and perceived knowledge on investors'financial wellbeing
Turkish Online Journal of Qualitative Inquiry, Volume 12, Year 2021, Pages 581-59.
 - 8) Art as an alternative investment asset class in emerging economies: a study linking personality factors to investor behaviour
Turkish Online Journal of Qualitative Inquiry, Volume 12, Year 2021, Pages 5149-5153
 - 9) Investors behavioral study on art as an alternative investment asset class Meera Seshanna International Journal of Disaster Recovery and Business Continuity, Volume 12, Year 2021, Pages 353–362
 - 10) Factors influencing the retail investment decision
International Academic Research Association, Volume, Year 2020, Pages
 - 11) Learning Inclusiveness and Underserve Communities in India
International Journal of Physical and Social Sciences, Volume 5, Year 2016, Pages 142 -147
 - 12) The Impact Personality Traits, role conflict and work family conflict on customer orientation: a review of extant literature
International Journal of Research in Social Sciences, Volume 6, Year 2016, Pages 466-480

Professional Memberships

- Indian Academic Researchers Association (IARA) (Life Member)
- Indian Economics & Allied Sciences Association (IEASA) (General Body Member)

Articles / Case Studies / Patent

Published a Patent “ AI integrated Predictive Analysis for Financial Analysis” with the number 202441007422

Consultancy / Projects

NIL

Articles

Books / Chapters

Blockchain for Business: Strategies and Implementation – to be published in May 2024
Intellectual Property Rights And Business Security
AG PUBLISHING HOUSE (AGPH Books), Volume, Year 2023, Pages

Activities

Recognition / Awards

Cambridge International Diploma for Teachers and Trainers

Seminars and Conferences Attended

2024

1. Presented a paper titled “ Using Block chain technology for transparent and secure Financial Transactions in the Contemporary Business Landscape” at CHRIST University, LAVASSA, PUNE on March 2024.

2021

1. Presented a paper “ A study on awareness of Alternative investment products among the investors of Bangalore” In Dayananda Sagar University, January 2021
2. Presented a paper in Symbiosis University on Art as an investment in April 2021.

Online Certifications and Webinars

Successfully completed courses in COURSERA – Finance for everyone and University Teaching