



Faculty Profile Template for Website

Basic Details:

Name: Dr. Swathi Sasikumar

Designation: Assistant Professor

Area: Finance

Affiliation: Department of Bachelor of Business Administration, Ramapuram Campus, SRM University

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Education:

Degree, Area, University, Awarded Year

- Ph.D. in ‘Stock Selection Among NSE-Listed Public and Private Sector Banks – A Data-Driven Approach’ from VIT – Vellore, 2025
- MBA in Finance and Marketing from Adhiparasakthi College of Engineering, Kalavai, Affiliated to Anna University, 2019
- B. Com (Computer Application) from VIT- Vellore, 2017

Other Details:

Course: Finance

Research Interests: Finance, Banking, Stock Market, Financial Inclusion

Selected Publications: *(To be listed in reverse chronology, i.e., starting from latest)*

- With Sundaram N, **“Investors’ Perception towards the Share Market Awareness, Challenges and Satisfaction – A Study from Indian Context”**, International Research Journal of Multidisciplinary Scope, 2024, 5 (3), 70-78.
- With Sundaram N, **“Event study methodology trends in the stock market: A systematic review based on bibliometric analysis”**, Multidisciplinary Reviews, 2024, 7 (10), e2024234.

- With Sundaram N, **“The role of customer satisfaction and awareness as a measure of customer loyalty- A study on select banks”**, Revista De Gestão Social E Ambiental, 2024, 18 (1), e04901.
- With Sundaram N, **“The Role of Financial Inclusion on Sustainable Economic Development – A Study from the Indian Context”**, Humanities and Social Science Studies, 2024,13 (1), 151-155.

Academic Experience:

- Teaching-Cum-Research (TRA) from VIT-Vellore (2021-2024)

Achievements and Awards:

- Raman Research Award for Paper Indexed in Scopus
- Certificate of Publication received from UGC Care Approved, Group I
- NPTEL Certificate received for ‘Security Analysis & Portfolio Management’

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