



Faculty Profile Template for Website

Basic Details:

Name: Dr. Yuvaraja N

Designation: Assistant professor

Area: Finance, Business Analytics

Affiliation: Department of Master of Business Administration, SRM University, Ramapuram.

Phone No: 9952605305

Email id: yuvarajn@srmist.edu.in

Educational Qualifications

- Ph.D, in Management, Vellore Institute of Technology, 2024
- UGC NET for Assistant Professor in Management, National Testing Agency, University Grants Commission – 2018
- M.B.A SRM University, 2009
- B.Sc. (Agriculture) Tamil Nadu Agricultural University, 2007

Other Details:

Certification Courses qualified:

- Business Analytics and Data Mining Modeling using R, IIT Roorkee, 2025
- Innovations in Investment Technology: Artificial Intelligence, University of Michigan, USA, 2024
- Business Analytics and Data Mining Modeling using Python, IIT Roorkee, 2024
- Business Analytics & Text Mining Modeling using Python, IIT Roorkee, 2024
- AI Applications in Marketing and Finance, University of Pennsylvania, USA, 2024
- Behavioral Finance, Great Learning Academy, 2024
- Fintech Foundations and overview, The Hong Kong University of Science and Technology, China, 2023
- Crash Course on Python, Google, 2022
- Applications of Machine learning in finance, Great learning academy, 2022
- Personal & Family Financial Planning, University of Florida, USA, 2021

Research Interests: Finance, Behavioral finance, Machine learning, Neural networks, Artificial intelligence, Econometrics.

Selected Publications:

Papers

1. Bishwajit Nayak, Som Sekhar Bhattacharyya, Swamy Perumandla, **N Yuvaraja** (2025) “Unit of analysis in strategic management research—positioning organisational perspective through managerial mental models”, *International Journal of Organizational Analysis* (ahead of Print) (ABDC – B Category, Scopus, Web of Science Indexed)
2. **Yuvaraja N** and Swamy Perumandla, (2024), “A bibliometric evaluation of financial literacy and investment: a three-decade study based on the Scopus database, current research trends, and future directions”, *International Journal of Process Management and Benchmarking*, Inderscience publishers, 17 (1), 89 – 108. (Scopus indexed)
3. **Yuvaraja N** and Swamy Perumandla, (2024) “Explicating the role of Personality Traits, Financial Knowledge, and Loss Aversion on the Rational Decision-Making Style in stock investments”, *Accountancy Business and the Public Interest*, 40(5), 91-105 (ABDC – B Category)
4. **Yuvaraja, N.**, & Perumandla, S. (2023). Financial knowledge and online payment decisions of Generation Z consumers: an empirical study using SEM approach. *International Journal of Process Management and Benchmarking*, Inderscience publishers, 15(2), 198-217. (Scopus indexed)
5. **Yuvaraja N** and Swamy Perumandla, (2023) “Fintech and financial inclusion: A bibliometric evaluation”, *Conference Proceedings, SACFIRE 2023*, faculty of business studies and finance, Wayamba University, Srilanka, p. 59.

Conference paper presentation

- Fintech and Financial Inclusion: A bibliometric evaluation in SACFIRE 2023 conference conducted by faculty of business studies and finance, **Wayamba University, Srilanka**
- Price Spread Analysis of Rice in India and Vietnam in the Two Day International Virtual Conference on Contemporary Practices of Technology and Management for Economic Growth (ICTMEG2020) conducted at Vellore Institute of Technology, Chennai on 23rd & 24th October, 2020.

Academic Experience:

- Assistant Professor, APAC 2013 – 2021. Handled subjects such as Finance, Banking, Price policy, Economics, Production economics, Agribusiness Management etc. Held additional responsibilities such as, Recruitment coordinator, Year Coordinator, Year coordinator etc.
- Teaching cum Research Assistant VIT Business School, Vellore Institute of Technology (VIT) 2021 – 2024

Other Professional Experience:

- Purple Clip Films (PCF), Marketing Officer, 2010-2013
- Finolex Plasson Industries Limited (FPIL), Jr. Sales Officer, 2010

- State Bank of India, Business Potential Analyst, 2009
- IndiaInfoline Limited, Asst. Relationship Manager, 2009.

Achievements and Awards:

- Raman Research Award – 2023 from VIT, Vellore
- Best Paper Award – 2023 from Wayamba University, Srilanka
- Cash prize Award – for active participation in the virtual workshop on “Investing in Stock Markets: Latest Trends,” organized by Gitam University on August 20 and 21, 2021.
- Qualified UGC NET in the first attempt
- Served as a **resource person** for “Entrepreneurship Development for Agricultural Students,” sponsored by the Entrepreneurship Development Institute of India, Ahmedabad, and Gujarat, from January 2–4, 2019.
- Authored 12 books and 2 book chapter (with ISBN).
- Received 3 design patent from Government of India.

