

Name of the Faculty – Dr. Shaini Naveen

Designation - Assistant Professor

Qualification – MBA, PhD, NET

No. of years of teaching experience – 12 years

Subjects taught to MBA students

- a) Business Accounting and Finance
- b) Financial Services
- c) Operation Research
- d) Quantitative Techniques
- e) Business Research Methods
- f) Marketing Management
- g) Soft Skills
- h) Behavioural Finance

Special Achievements

- Submitted a Minor research project on "Role of Educational Loan by Commercial Banks over Higher education" to University Grants Commission, Delhi on 1st Feb, 2016.
- Cleared National Eligibility Test in 2011.
- Awarded Doctor of Philosophy for Thesis “A Study of Portfolio Attribution and Holdings Based Analysis in India” from Mangalore University.
- Received Best Lecturer Award 2024 on November 24 th, 2024 from Karnataka Rajya Devadiga Sangha in association with Dr. K V Devadiga Charitable Trust, Mangaluru.
- Appointed as Editor and Reviewer by IJNREFM on 11 th Sept,2025 and reviewed a article for the journal in 2026.
- Seven students presented paper under my guidance and two students had received Best paper award for paper presentation(2025 and 2026)
- Cleared NPTEL-2025 twelve week course with Elite+Silver and attained the topper position in Project Selection and Finance for Professionals.
- Guided two MBA students for their projects from the Department of Studies and Research in Management under KSOU, Mysuru.
- Cleared SEBI investor awareness organised by SEBI and NISM on April 23rd, 2025.
- Innovation Ambassador for the Institute approved by AICTE and Ministry of India’s Innovation Cell.

Publications:

- "A study on Evaluation of the Performance of NSE listed Mutual Funds in India",2016, ISBN 978-93-83302-16-1.
- "A study on Performance Evaluation of Asset allocation Funds in India" , "Journal of Management Studies and Academic Research, 2016, ISSN No.24554960, Issue 2 .
- "A Study on Comparative risk return analysis with reference to stocks of CNX Bank Nifty" International Journal of scientific Research & Modern Education,2015.Vol1(Issue1),ISSN 2455-5630.
- " Implementing Six Sigma in Fast food Restaurants" was published in a conference publication on “Indian ethos in Management practices: The catalyst for Entrepreneurship" with ISBN -978-81-925944-5-3,volume 1, 2014.
- "A study on Performance Evaluation of Asset Allocation Funds in India" in the Journal of Management Studies and Academic Research, Page No. 44
- An Empirical Study on Market timing and Selectivity skills of Indian Mutual fund managers using Treynor and Mazuy model in International Journal of Computational Research and Development with ISSN 2456-3137, 1(1) <https://doi.org/10.5281/zenodo.159774>
- Performance Evaluation of ELSS Mutual Funds in India : A Characteristic Based Approach in Journal of Applied Management and Advanced Research Vol-3,Issue No.2, July-December 2021,ISSN:2582-2306.
- “Performance of mutual funds amidst COVID-19 - A study on selected equity diversified categories in India” in Indian Journal of Research in Capital Markets, (UGC –CARE Listed) volume 8,Issue 4 , October-December 2021.
- “Evaluation of Performance of Equity Linked Savings Scheme in India”, Journal of The Asiatic Society of Mumbai, ISSN:0972-0766(UGC –CARE List Group I) , Vol.96,No.10,pp432-447.October 2022.
- “A study on Effects of Mergers and Acquisitions in India” published in conference proceedings in international conference on Advent Trends and Practices in Multidisciplinary Research & Innovations with ISBN 978-93-91932-50-3, 2022.
- “Effect of Mergers and Acquisitions on Financial Performance of Banks with special reference to Canara Bank” in International Journal of Advanced Research in Commerce, Management & Social Science, ISSN 2581-7930,Impact Factor 6.809, Vol 06,No.3(July-Sept 2023) , a Peer reviewed referred journal of IRA.
- “ Rural Urban Interface : A study on Consumption Pattern Within Rural and Urban Households in India”, International Journal of

Advanced Research in Commerce, Management & Social Science ,
ISSN :2581 7930 Vol7 Issue 3(1), July-September 2024,pp-23-32.

- Selectivity and Market Timing Performance of Mutual Funds in Emerging Markets: An Evidence from India. European Economic Letters (EEL), 14(4), 397–412.
- “ Rural Urban Interface : A study on Consumption Pattern Within Rural and Urban Households in India”, International Journal of Advanced Research in Commerce, Management & Social Science , ISSN :2581 7930 Vol7 Issue 3(1), July-Sept 2024,pp-23-32.
- “Assessing the Digital Transformation in the Banking sector” in Journal of Research and Development, ISSN 2230-9578, Vol17(6(II)),June 2025, Pg 146-151.
- “A study on Oil Price Volatility : A Macroeconomic Perspective” in International Journal of Education, Modern Management, Applied Science & Social Science, Vol7 No.4(II), October-December,2025.

Research paper presentations

- **At International conferences**

- 1) Presented a paper entitled " Medical Tourism: Identifying Key drivers, Issues & Challenges for a New Outlook in Indian Healthcare system " in the 2nd International Conference on " Management in the 21st Century- Issues,Challenges and the Road Ahead" organised by AIMIT,Beerri on 21st March,2016.
- 2) Presented a paper entitled "A study on Evaluation of the Performance of NSE listed Mutual Funds in India" in the 5th International Conference on Emerging Trends in Finance & accounting held at SDM IMD, Mysore on August 19 &20, 2016.
- 3) Presented A Paper At 3rd International Conference Cum Workshop On Multidisciplinary Business Research The New Driver Of Business Innovations At St. Aloysius College Of Business Administration, AIMIT, Beerri On 31st March 2017 Titled " An Empirical Analysis Of Performance Of Mutual Fund Managers In India".
- 4) Presented a paper on Performance Evaluation of ELSS mutual funds in India: A Characteristic Based approach ” at International Conference on Commerce, Management and Interdisciplinary Subjects (ICCMIS 2021) organised by Department of Commerce and International Business, School of Business Studies, Central University of Kerala on Oct 28-

29,2021.

- 5) Presented a paper on “Performance Evaluation Of Mutual Funds: A Study Of Selected Diversified Equity Mutual Funds In India” in an International E-conference on New trends and Challenges in Business and Management Innovation hosted by Nehru Arts and Science College,school of Management, Coimbatore on Feb 10th, 2022.
- 6) “ Evaluation of Performance of Equity linked savings scheme in India” , International Multidisciplinary conference on Research Methodology , Dr. Ambedkar College , Nagpur, Maharashtra on 27th November,2022.
- 7) “A study on Effects of Mergers and Acquisitions in India with reference to Canara Bank” in international conference on Advent Trends and Practices in Multidisciplinary Research & Innovations in 2023.
- 8) “Performance Evaluation of Mutual Funds : A Study of Equity Diversified Categories in India , 2days International Conference , Srinivas Institute of Technology,Valachil on April 2nd and 3rd,2023.
- 9) “A study on Innovative Teaching in Higher Education” in an International E-conference held on “Exploring Digital Proficiency : A Platform for Enhancing Teaching and Research Skills” on 20th January,2023.
- 10)“ Performance Evaluation of Mutual Funds: A study of Equity Diversified Categories in India” at two days International Conference on April 2nd & 3rd, 2023 at Srinivas Institute of Technology.
- 11) Presented paper on “Digital Banking” on June 7th,2024 in two days international conference on Business and Banking Revolutions in Industry 4.0 era at Mangalore University.
- 12)“Effect of Mergers and Acquisitions on Financial Performance of Banks with special reference to Canara Bank” in International Conference on Advent Trends & Practices in Multi disciplinary Research & Innovation on July 28-29,2023 organised by Sabarmati University,Ahmedabad,Gujarat.
- 13)“ A Study on Customer Satisfaction towards Ather Electric Scooter with reference to Mangalore city” in an international conference on “Trends in Management and Technology” on 12th & 13th October 2023, organized by Srinivas Institute of Technology.
- 14)“ A study on services offered by Mangalore Railways with

special reference to Mangalore Central” in an international conference on “Trends in Management and Technology” on 12th & 13th October 2023, organized by Srinivas Institute of Technology.

- 15) Presented a paper on “ Customer Preferences towards Bata in Mangalore” in an international conference on “Trends in Management and Technology” on 12th & 13th October 2023, organized by Srinivas Institute of Technology.
- 16) Presented paper on “Digital Banking” on June 7th, 2024 in an International conference at Mangalore University.
- 17) “Evaluation of Performance of equity linked savings schemes in India” in an International Multidisciplinary conference on Research Methodology at Dr.Ambedkar College,Nagpur,Maharashtra on Novemeber27th,2022.
- 18) Presented “Impact of investor sentiments on Equity Market Dynamics” at AIMS-22 International conference on Management organised at IIM Kozikode on January 3 rd ,2025.
- 19) Presented “Women in BPO catalysing the need for well-being through an Exploratory study” at AIMS-22 International conference on Management organised at IIM Kozikode on January 3 rd ,2025.
- 20) Presented “Issues involved in Disposal of Sanitary Pads and Menstrual Hygiene” at AIMS-22 International conference on Management organised at IIM Kozikode on January 3 rd ,2025.
- 21) Presented paper entitled “Assessing the Digital Transformation in the Banking Sector” at International Multidisciplinary Econference on 29 th June,2025 organised by Havells Institute, Silvassa.
- 22) Presented a paper titled “AI in Strategic HR:Pros and Cons” at the International conference organised by AJ institute of Management on 22 nd August,2025.
- 23) Presented “AI Driven Transformation in HR: An Empirical study analysis of Benefits and Challenges” at the International conference organised by ICGAIEES,SPNKS Government College DAUSA on Global economy , Artificial Intelligence , Education and Sustainability on 24th and 25th November 2025.
- 24) Presented “Exploring the necessity of Women friendly policies in the ITES sector: Pathways to opportunities” at the International conference organised by ICGAIEES,SPNKS Government College DAUSA on Global economy , Artificial Intelligence , Education and Sustainability on 24th and 25th November 2025.
- 25) Presented “A study on Oil Price Volatility : A Macroeconomic Perspective” at the International conference organised by

ICGAIEES,SPNKS Government College DAUSA on Global economy , Artificial Intelligence , Education and Sustainability on 24th and 25th November 2025.

- **At National Conferences**

- 1) Presented a paper titled "A study on comparative analysis of risk and return with the reference to stocks of CNX BANKEX Nifty" in the 14th one day National Conference in Manegma Series of Conferences organised by Srinivas Institute of Management studies on May 07, 2016.
- 2) "A Empirical study on Market Timing and Selectivity Skills of Indian Mutual Fund Managers using Treynor and Mazuy Model" in two days National Conference on Innovations and Transformations in Banking, Management, IT, Education and Social sciences organised by Srinivas Institute of Management studies on August 26th and 27th, 2016.
- 3) "Role of FDI in Make in India Campaign " at a National conference on Skill India to leverage Make In India" Initiatives and Challenges" held at A J Institute of Management on 12th and 13th April, 2017.
- 4) Attended a National Conference "ANUVARTHI" organised by SDM PG Centre for Research and Management and ICSI Mangalore chapter on November 1st and 2nd, 2019 and presented a paper on the topic, "A study on performance of selected mutual fund schemes in India using Sharpe ratio".
- 5) "A study on Importance of Gender equality towards achieving the goal of Women Empowerment " in a National Conference on Relevance of Raja Ram Mohan Roy in Women Empowerment and Transformation in New India' on 30th and 31st Jan,2023 at A J Institute of Management, Mangaluru.
- 6) Presented two papers on "A study on customer satisfaction towards Ather Electric Vehicles" and "A study on Evaluating the Effectiveness of Traditional Education Methods compared to Technology Enhanced Learning" on November 7 th ,2024 at National Conference on organised by Shree Gokarnanatheshwara College , Mangalore.
- 7) Presented a paper on "Impact of Behavioural Finance on stock market investment decisions " at National Conference at Poornaprajna College,Udupi on 21 st December,2024.

Special Responsibilities at the institute:

- Training and Placement officer for the year 2024, 2025 and 2026.
- President of Institute's Innovation Council(IIC)