



Notice for the PhD Viva Voce Examination

Ms Ankita Mulasi (Registration Number: 1720073), PhD scholar at the School of Business and Management, CHRIST (Deemed to be University), Bangalore will defend her PhD thesis at the public viva-voce examination on Saturday, 27 April 2024 at 11.00 am in Room No. 044, Ground Floor, R & D Block, CHRIST (Deemed to be University), Bengaluru - 560029.

Title of the Thesis : **Impact of Behavioural Biases, Emotional Intelligence and Financial Literacy on Financial Behaviour**

Discipline : **Management**

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The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Place: Bengaluru
Date: 23 April 2024


Registrar

ABSTRACT

Behavioural finance is an amalgamation of two fields, finance and psychology. Finance deals with the money management activities of an individual, and psychology is the study of the mind and human behaviour. Behavioural finance reasonably explains the anomalies in the financial markets and the reasons for the imprudent decisions made by investors. The current study examines the impact of investors' financial literacy, emotional intelligence, and behavioural bias on their financial behaviour. Research has revealed that behavioural biases have a detrimental influence on financial behaviour. Conversely, financial literacy and emotional intelligence have been identified as influential factors that significantly affect the financial behaviour of salaried class investors.

Keywords: Behavioural biases, emotional intelligence, financial literacy, financial behaviour, Indian salaried class investors.

Publications:

1. Mulasi, A., & Mathew, J. (2021). Role of Financial Literacy in Predicting Financial Behaviour: The Mediating Role of Financial Self-Efficacy. *Indian journal of economics and business*, 20(2), 121-131.
2. Mulasi, A., & Mathew, J. (2023). Predicting the financial behaviour of Indian salaried-class individuals. *Investment Management and Financial Innovations*, 20(1), 21-37.