

Prof. Shweta Anand

Professor,

School of Management

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Prof. Shweta Anand

PROFESSIONAL QUALIFICATION:

PhD (Wealth Management) from MNNIT, Allahabad titled 'Planning and Meeting Personal Financial Goals: Information and Tools, Case Study of NCR' under the supervision of Prof. Peeush Ranjan Agrawal

MCom and BCom in First Division from Madras University

Cost Accountant (ICWA/CWA) from Institute of Cost Accountants of India,

PGDM (Finance)

NET (Commerce)

NCFM NSE certifications in Financial Markets done in Derivatives, Mutual Fund and Securities Market.

Short courses/Certifications done on NEP, IKS, ESG, Research Methodology etc.

SUMMARY OF TEACHING/ INDUSTRY EXPERIENCE Prof. Anand carries a total of 31 + years (approx.) of experience of which 14+ years are Industrial Experience in the BFSI Segment and 17+ years are as an academician.

Starting 1994 Worked initially at a reputed Public Sector Financial Institution SHCIL (Stock Holding Corporation of India Ltd) for 7 years in the locations of Mumbai (HQ), Ahmedabad and Delhi (Regional centre) as Dy. Manager. Also coordinated with Stock Exchanges, Depositories, Custodians and Brokerage Firms.

In mid 2001 , moved into IT Firm as the head of BFSI (Banking Financial Services Insurance) consultancy. Handled client interaction, strategizing and account mining of important global clients like Goldman Sacs, Standard Chartered Bank, Citibank, Fidelity, Merrill Lynch, GMAC, Barclay Capital, Morgan Stanley etc.

The last 17+ years approx. (totalling 31+) years of experience as a pure academician and still adding up. Joined Gautam Buddha University in June 2008 as Associate professor and in 2016 as Professor.

RESEARCH AREA: *Financial Inclusion, Financial Literacy, Micro Finance, Wealth Management, Risk Management Fintech, Sustainability, ESG, Fintech*

ADMINISTRATIVE RESPONSIBILITIES held at GBU:

Currently: Dean School of Buddhist Studies and Civilization since Oct 2022.

Earlier: Dean Academics, Dean Planning and Research, Dean School of Biotechnology and Dean School of Management

Also, Chairperson, GBU Cultural Council, Chairperson ICC

Currently also Chairperson/member of various other GBU committees related to MOU , Placements, Library, NAAC, IQAC etc.

Part of various Enquiry Committee as and when allocated by Competent Authority

PUBLICATIONS

Publications in National and International Journals

More than 60 papers have published in International journals of repute some carrying Impact Factor of more than 5. A lot of the publications are in Journals approved by the UGC of India. Some of the high impact factor journals that have carried the publication are (IJBE) International Journal of Business & Economics, International Journal of Creative Research Thoughts, International Journal for Research in Engineering Application & Management (IJREAM), Studies in Indian place Names, International Journal for Research in Engineering Application & Management, International Journal of Research and Analytical Reviews (IJRAR) etc. Some of these publications are Scopus Indexed.

Some of the papers have been published in National journals of repute. A lot of the publications are in Journals approved by the UGC of India. Some of the high impact factor journals that have carried the publication are Journal 'Business Analyst', 'Samiksha'

Publications: (in Conference Proceedings)

Papers were presented and discussed in several **International and national Conferences**. The full papers were thereafter published in the proceedings of reputed conferences such as the ones attended offline at Cambridge University UK, IIM Lucknow, IIT Delhi and Kharagpur and other Renowned National/International Institutes of repute.

Book Chapter(s)

Approximately twenty Book chapters have been published in referred national as well as International Books. Some of these book chapters are in Scopus Indexed Books.

Book (s)

Six Co-Edited books have been published till date. Three of them are available online on amazon.co.in and the last two books published are Scopus Indexed and published by Wiley and Taylor & Francis.

E-Content Developed

Three units developed and contributed for IGNOU Online MBA material MMPF-007 Equity Markets. The same is published online as well as in Study Material Form.

PATENTS AND COPYRIGHTS (Technology Developed)

- Anand S (2023) Position 2/6 SUSTAPRENUER - A STEP TOWARDS SUSTAINABILITY Indian Copyright Registration Number L-138964/2023
- Anand S (2023) Position 2/4 Streetoprenuership – A new dimension to Entrepreneurship Indian Copyright Registration Number Pending for Hearing
- Anand S (2023) Position 7/9 CRYPTOCURRENCY AND DIGITAL WALLET Indian Patent Application Number 202311061875, published in Dec 23.

CONFERENCES/ SEMINARS/ MDP'S ATTENDED AND INVITED TALKS

Attended several Conferences, Seminars, MDP's FDP's and Conclaves.

Chaired Sessions, gave Key note address. Also was discussant and Rapporteur in several sessions.

Also, gave lectures as resource person, Workshop Director, Dean, Invited Lectures on other occasions etc.

CONFERENCES/ SEMINARS/ MDP'S ORGANIZED:

Has also organized, mentored and directed several Workshops of 10 days/2 weeks on Research Methodology, International Conferences, Teacher Training Programs, MDP's FDP's, Conclaves, Weeklong Induction Programs etc.

Online webinars and demos also organized.

Several Field Trips were organised to NSE, SEBI, RBI or for teaching Research Methodology.

The above were conducted in capacity of Dean Academics, Dean of several Schools and in personal capacity.

ANY OTHER ACADEMIC ACHIEVEMENTS

Member of WSJ (The Wall Street Journal) Advisory Panel.

Serving as Associate Editor, Editorial Advisory Board and Reviewer of several National as well as as International Journals.

RESEARCH SUPERVISION

Guided several MBA, Executive MBA, BBA and BCom Final Year students in their Summer Internship, Major and Minor Research Projects.

Several PhD awarded under her supervision in areas related to Corporate Governance, Derivatives, Financial Inclusion, Microfinance, Banking, Digital Applications in Banking, NPA's in Banking..

Currently guiding several PhD Scholars in Financial Inclusion, Government Welfare Schemes, Corporate Buybacks, Fintech, Sustainability etc.

FUNDINGS RECEIVED

Rs 550000 received from Indian Council of Social Science Research (ICSSR) for Capability Building Program – Research Methodology Course in 2019. Status Completed and Report Submitted.

Rs 200000 received from Indian Council of Social Science Research (ICSSR) for ICSSR Sponsored Two Days National Seminar Achievements@75 Achievements of Indian Economy: With Reference to Village, Youth, Women, Environment, Digitalization and Industries in 2022. Status Completed and Report Submitted.

Rs 550000 received from Indian Council of Social Science Research (ICSSR) for Capability Building Program – Research Methodology Course in 2024. Status Completed and Report and UC WIP

AWARDS AND ACCOLADES:

- Several 'Certificate of Merit' and Scholarships were received in studies.
- Several awards and accolades were received while practicing in the Industry.
- Several Best Paper awards , Educational Leader Award, CMA Achiever's

Award and Shakti Awards have been received in Academics.

Overall more than 25 awards.

PROFESSIONAL AFFILIATION

Associate Life Member of Institute of Cost and Works Accountant of India since 1995

Graduate Member of AIMA-CME since 2000

Alumni Member of MNNIT Allahabad (2008)

Certified International Mentor with I2OR India Since 2024

Konark Member at PSL Polaris Software Lab (2002)

Life member of ISTE (Indian Society for Technical Education) since 2009. Also attended their Elections, Annual GBM and Section Meeting understood their organizational structure.

ACADEMIC LINKS

Online Academic Profiles:

□ ORCID_ID Open Researcher and Contributor ID - 0000-0003-0788-776X

<https://orcid.org/0000-0003-0788-776X>

□ Researcher_ID/Thomson Reuters/Publons - rid25565

<https://researchid.co/shweta.anand7>

□ Scopus_ID (ELSEVIER) - 56215315600

<http://www.scopus.com/authid/detail.url?authorId=56215315600>

□ Google_Scholar_ID-

<https://scholar.google.com/citations?hl=en&user=AEXBZMwAAAAJ>

□ UGC Vidwan - <https://gbu.irins.org/profile/280424>

□ LINKEDIN - <https://www.linkedin.com/in/prof-shweta-anand-881211b/>

□ Web of Science ResearcherID/ WoS Clarivate - H-9810-2016

<https://www.webofscience.com/wos/author/record/H-9810-2016>

□ Research Gate - <https://www.researchgate.net/profile/Shweta-Anand-9>

SUSTAINABILITY AND OUTREACH LEADERSHIP

The Investigator has been working on Sustainable Development Goals related to

Goal 1: No Poverty,

Goal 5: Gender Equality,

Goal 8: Decent Work and Economic Growth

Goal 17: Partnerships to achieve the Goals.

The same has been done over the past decades through high end research and high impact publications related to Livelihoods, Self Help Groups, Microfinance Institutions, Financial Inclusion, Financial Literacy etc.

Overall the Investigator has been working on Developmental Finance.

The Investigator is also the SPOC for the Gautam Buddha University for the All India Unnat Bharat Abhiyan. This Pan India GoI project by Ministry of Education focuses of leveraging Institutional Expertise for inclusive growth of the nearby rural areas. Data is collected from the villages nearby and uploaded on the national portal for further All India level analysis. We also work with the people of nearby rural areas of the district in identifying development challenges and evolving appropriate solutions for accelerating sustainable growth. Also awareness campaigns have been held on Health, Hygiene, Covid Protocol, Government Beneficiary Schemes etc.

UBA Unnat Bharat Abhiyan was a initiative by MHRD where a University could opt to adopt minimum 5 villages in vicinity by participating online. Glad to inform that GBU applied to be part of this initiative and has been selected as a Participating Institution. The undersigned attended the UBA Orientation program held at AICTE Auditorium, New Delhi. Coordination towards Data collection has been initiated under this initiative. 5 villages adopted: 1. Kasana 2. Gharbara, 3. Murshadpur 4. Luksar 5. Khanpur

Swaach Bharat Summer Internships (SBSI) – This was a volunteer based additional internship initiated by UGC beyond course content for social outreach and engagement. Several students participated individually or in group format. As dean Academics I by mentoring them, appreciated and encouraged them and discussing their issues thrice during the duration of the internship. Later presentations were organized and a panel evaluated them. The marks were duly submitted to UGC. The top three performing person/group received cash awards of Rs 30,000, Rs 20,000 and Rs 10,000. This amount was received this year after much followup at concerned ministries, UGC and also PMO. This gave the students a sense of achievement and recognition.

Lead a 36 member team and participated in Worlds largest Global Climate Clock Assembly and display event on Earth Day 22nd April 2023. This event was organized by the Energy Swaraj Foundation in association with Atal Innovation Mission (AIM), NITI Aayog, the Government of India, All India Council for Technical Education (AICTE), and The Council of Scientific & Industrial Research (CSIR) at Indira Gandhi Indoor Stadium, New Delhi. Approximately 5000 students from Schools, Colleges and University together at one venue created multiple Climate Clocks.

The Climate Emergency awareness and involvement accompanied by persistent passion about Women Empowerment through Green Livelihoods is the current Innovation being worked on. Together, along with experts from Plant Biotechnology, Microfinance Institutions etc. we can create livelihoods which will help to contribute in the achievement of NET ZERO at the earliest.

I undertake that all above information is true to the best of my knowledge.

Prof Shweta Anand
