



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Aneesha K Shaji

Assistant Professor
Department of Professional Accounting & Finance
School of Commerce, Accounting and Finance

Areas of Specialisation:

Finance, Banking, Investment Management, Marketing, Accounting and Financial Reporting

Dr. Aneesha K. Shaji is an Assistant Professor in the Department of Professional Accounting and Finance at Kristu Jayanti (Deemed to be) University, Bengaluru. She holds a PhD in Commerce from CHRIST (Deemed to be University), Bengaluru, with her doctoral research focusing on behavioural biases and investment decision-making among investors in less volatile asset classes. Her major research interests include Behavioural Finance, Accounting, Banking and Finance, and emerging issues in financial decision-making. She has published research articles in Scopus-indexed and international journals and contributed chapters to scholarly books. Her recent research explores savings patterns, retirement security among women, consumer behaviour in luxury purchases, and digital transformation in the banking sector. She has also authored/co-authored books and holds a published patent for an “Interactive Finance Teaching Device”. Dr. Aneesha has presented research at academic forums and conferences and has been actively involved in research projects, faculty development programmes, and scholarly activities. Her academic work reflects an interdisciplinary approach connecting financial behaviour, technology, accounting education, and contemporary financial practices.

Selected Publications:

1. **Shaji, A. K.**, & Sivasankar, N. (2023). Investment Awareness in Financial Assets—An Exploration Based on the Equity Traders in Bangalore City. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-35828-9_43
2. **Shaji, A. K.** (2026). Savings Pattern and Investment Decision-Making as a Security Strategy for Retirement Among Women. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-99470-8_45
3. **Shaji, A. K.**, & Mathews, A. P. (2020). A study of the awareness of electronic banking services among rural women of Nelamangala, Bangalore, India. Journal of International Women's Studies, 21(5), 88–96. ISSN 1539-8706. <https://www.researchgate.net/publication/346521060>