

## MBA - Faculty Profile



### **Prof. Debopriya Kar**

Ph.D. (Behavioral Finance) – *Thesis Submitted*  
Master of Business Administration (MBA) – Finance  
Master of Science (M.Sc.) – Computer Science  
UGC-NET Qualified  
Assistant Professor  
SCMS-PG DSU

### **Brief Profile**

Ms. Debopriya Kar is an Assistant Professor in the area of Finance, with a strong interdisciplinary background spanning finance and computer science. She holds an MBA in Finance from National Institute of Technology Silchar (NITS) and Masters in Computer Science from Assam University. She is currently pursuing her PhD with a specialization in socially responsible investment and investor behavior from National Institute of Technology Silchar (NITS). She has also qualified UGC-NET in 2019 and her research interests lie at the intersection of sustainable finance, behavioral economics, and investment decision-making. Her work focuses on scale development, empirical modeling, and advanced statistical techniques, with applications to retail investor behavior and ESG-related investment outcomes.

Ms. Kar has published research in reputed academic outlets and actively engages in scholarly activities, including conference presentations and collaborative research projects. As an educator, she is committed to delivering conceptually rigorous and application-oriented instruction in finance and statistics, emphasizing analytical thinking and real-world relevance. Her academic pursuits reflect a balanced integration of theory, empirical rigor, and contemporary issues in finance.

### **Teaching**

- Financial Management, Managerial Economics, Statistics for Finance, Research Methodology, Accounting for Managers, Financial Technology.

### **Publications**

#### • **Research Papers**

1. Kar, D., & Patro, B. (2024). Unravelling the impact of financial literacy on the intention of Indian retail investors to adopt socially responsible investments: the Interplay of Social Self-Efficacy as a mediating mechanism. *Global Business Review*.  
<https://doi.org/10.1177/09721509231223571>

#### • **Book Chapters**

1. Kar, D., & Patro, B. (2025). Behavioral Biases and Socially Responsible Investment Decision: Through the Lens of Prospect Theory. In M. Jaiswal; S. Sahoo & P. Dhillon (Eds.):

Digitalization, Entrepreneurship, and Sustainability, 1, (pp. 441-450). Excellent Publishing House. ISBN: 978-93-94086-62-3. (Book Chapter)

2. Kar, D., Patro, B., & Bhattacharjee, R. (2025). Assessing the drivers of Socially Responsible Investment Behavior among Retail Investors: Perspective from The Social Cognitive Theory. In P. Debnath & B.K. Dey (Eds.): Business Economy in India Current Scenario and Future Prospects. <https://doi.org/10.70381/978-93-48059-87-1.2025.10> (Book Chapter)

- **Conference Paper Presentations**

1. Presented paper titled 'An empirical study on the performance of Indian Socially Responsible Investment index with special reference to NIFTY ESG 100' International Conference on Sustainable Goals (ICSG 2022), organized by IIM Bodh Gaya, India, held during 16th – 17th September, 2022.
2. Presented research paper 'A Bibliometric Network Analysis of Socially Responsible Investments' in the International Conference on Recent Advances in Business Stability (ICRABS 2022), organized by NIT Silchar, held during 25th – 26th, November, 2022.
3. Presented research paper 'Exploring the Relationship between Financial Literacy and Perception of Indian Retail Investors towards Socially Responsible Investment' Management Doctoral Colloquium, 2023, organized by IIT Kharagpur, held during 01st – 2nd February, 2023.
4. Presented research paper 'Tech for change: Exploring the Impact of Fintech Adoption on Socially Responsible Investment behavior' in the International Finance and Accounting Conference (IFAC), organized by IIM Jammu, held during 08th – 09th September, 2023.
5. Presented research paper 'Assessing the role of financial literacy as an antecedent in shaping the sustainable investment intention of retail investors', in the Management Education and Research Colloquium (MERC) 2023, organized by IIM Kashipur, held during 19th – 21st May, 2023.
6. Presented research paper 'Behavioral Biases and Socially Responsible Investment Decision: Through the Lens of Prospect Theory' in the International Management Perspective Conference 2025 (IMPeC 2025), held during 30th January – 01st February, 2025.

## Contact Details

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