

MBA - Faculty Profile



Prof. Navita Vijay
Assistant Professor
SCMS-PG DSU

Brief Profile

Navita Vijay is an enthusiastic finance professional, currently serving as an Assistant Professor at Dayananda Sagar University. With over 13 years of experience across industry and academia, she specializes in Fin-Tech, Financial Inclusion, Stock Market analysis, and technology adoption in the banking sector. Her academic credentials include an advanced certification in Research and Data Analytics from IIM Kozhikode, which has enhanced her proficiency in finance research. She is pursuing her PhD in the area of technology adoption.

Throughout her academic journey, Navita has played pivotal roles as Innovation Ambassador with the Institute Innovation Council (a Government of India initiative for higher education institutions), Head of the Finance Club, Management Fest Convenor, Editor-in-Chief of her institute's annual magazine, and MBA program coordinator. She also contributed extensively to her institute's NBA accreditation efforts.

Navita frequently presents and publishes research papers at national and international conferences, and actively participates in professional workshops to keep abreast of current trends in finance. Her dedication to teaching and innovation is reflected in her involvement in shaping academic programs and mentoring future business leaders.

Teaching

- Finance Specialization courses like Financial Management, Derivatives , SAPM, Core Courses like Statistics for Managers, Corporate finance , Strategic Management

Publications

- **Research Papers**

1. [COVID 19 lockdown technology adaption, teaching, learning, students engagement and faculty experience](#) V Shenoy, S Mahendra, N Vijay, Mukt Shabd Journal 9 (4), 698-702
2. Vijay, N., & Goyal, N. (2025). A Conceptual Framework of Digital Payment Adoption: Integrating Technology Readiness Index and Technology Acceptance Model. International Journal of Innovations & Research Analysis, 05(03(II)), 33-40. [https://doi.org/10.62823/ijira/5.3\(ii\).7950](https://doi.org/10.62823/ijira/5.3(ii).7950)

3. Analyzing the Risk-Return Profile of Stocks within the BSE Finance Index: A Research Paper N Jayashree, N Vijay, RVIM Journal of Management Research, 32-38

- **Conference Paper Presentations**

- Adoption of Application Based Payment System from the Perspective of Zen Z- What matters the most? LEAPTECH Conference ,SCMS- Dayananda Sagar University , 23rd March 2024.

Awards & Achievements

- Best paper presentation Award in LEAPTECH – 2024 Conference in Dayananda Sagar University.

Contact Detail

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Google Scholar:

https://scholar.google.com/citations?view_op=list_works&hl=en&hl=en&user=ODkLwxkAAAAJ