

Ms Treesa Mary Reji

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Education

M.Phil, M.Com, UGC NET

Areas of Interest

Effect of market sentiment on stock price

Projects awarded/completed

M.Phil Dissertation completed on the topic “A study on the effect of market sentiment on stock price: with special reference to the common equities listed in Bombay Stock Exchange (BSE) (June, 2022)”

Publications

- “Post-covid surge in equity investment among young generation investors” – NIU International Journal of Human Rights ISSN: 2394 – 0298 Volume 8(XVI), 2021
- “Driver Based Budgeting (DBB) Model as an Alternative to Traditional Budgeting” – BHARATA MATA JOURNAL of Multidisciplinary Studies – Peer Reviewed National Research Journal: Volume VII Issue II; July 2021
- Co-Author of “Engineering a Sustainable Financial Architecture in India: The Green Bonds Market” – Contemporary Research In Finance: e-Book (ISBN: 978-93-91355-06-7)
- Co-Author of “Role of Green marketing in environmental sustainability and ecopreneurship”- Mukta Shabd Journal: Volume IX Issue IV(S) 2020 – 4

Presentations

- Presented paper entitled, “Engineering a Sustainable Financial Architecture in India: The Green Bonds Market” in the International Seminar organized by Department of Commerce, University of Kerala
- Presented paper entitled, “The Evolving Fintech Landscape in India” in the International Seminar organized by Department of Commerce, Mar Ivanios College, Thiruvananthapuram
- Presented paper entitled, “Driver Based Budgeting as an alternative to Traditional budgeting” in the Pre-International Seminar organized by Department of Commerce, University of Kerala
- Presented paper entitled, “Role of Green marketing in Environmental Sustainability and Ecopreneurship” in the National Seminar organized by Department of Commerce, MG College, Thiruvananthapuram