

PROF. DR. ASHA PRASUNA  
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Professor & Area Chairperson – Economics- K J Somaiya Institute of Management, Somaiya Vidyavihar University, Mumbai

#### EDUCATION

- Ph.D. (University of Hyderabad, a central university)
- M. Phil. (-do-)
- M.A. (-do-)

#### EXPERIENCE

- Academic – 15 years
- Research- supervised 1 research scholar got Ph.D. awarded, 1 currently pursuing
- Consultancy – 3 Projects
- Invited for and conducted one month Guest Professorship at Ingolstadt Technology University, Ingolstadt, Germany during May 1 to 31st 2013.
- External supervisor for India project of MBA students of (2000-02 and 2014-15 batches), Mc Donough Business School, George Town University, Washington, USA.

#### INDUSTRY

- Industry - 12 years
- Sr. Domain Specialist at Dun & Bradstreet India –7 years
- AVP at Unit Trust of India for 5 years

#### AWARDS & HONOURS

- Excellence in Leadership & Education Award by AIM-2021&2024
- Women Excellence Award –March 2020 by ILDC AMP
- UGC Junior Research Fellow, Senior Research Fellow

#### OTHER AFFILIATIONS

- Member, Academic Council of the Finance Academy, Mahindra Leadership University since April 27, 2015
- Life Member – The Indian Econometric Society
- Editorial Board Member– Letters in Spatial & Resource Sciences

## EDITORIAL EXPERIENCE

- Guest Editor for a Special Issue, *Letters in Spatial and Resource Sciences*, Springer Nature Journal
- Reviewer, *Business Perspectives and Research*, Sage Publications
- Editor, CEPAR Annual Conference Proceedings
- Guest Editor, Special Issue - *The Empirical Economic Letters*

## TEACHING AREAS OF EXPERTISE

- International Finance
- Macroeconomics & Economic Indicators Dashboard
- Econometrics

## PUBLICATIONS

- Published 25 plus papers in peer reviewed journals and 12 presented at Conferences
- Six textbooks: *Wealth Management, Equity Valuation and Research, Fixed Income Securities, Macroeconomics and Policy for Managers 2<sup>nd</sup> Edition, Ethics in Banking*

## RESEARCH PROFILE

- VIDWAN ID- 138328
- ORCID -0000-0002-9152-1690
- SCOPUS- 55299832300
- WoS – D-5389-2019
- <https://scholar.google.com/citations?user=JSNcy7kAAAAJ&hl=en>

## PATENTS & COPYRIGHTS

- System and Method for Securing Variable Fidelity in Hybrid Networks, Patent Certificate 458110, Dr. Asha Prasuna
- A Method and System for Ranking Entities Using Automated Input-Output Model, Patent Certificate No 506920, 2023, Prof. Dr. SNV Siva Kumar and Dr. Asha Prasuna,
- MSME Risk Assessment Tool, Copyright Certificate SW-16621/2023, Dr. Asha Prasuna, Prof. Dr. SNV Siva Kumar
- Pre-Mergers and Acquisitions Risk Assessment, Copyright Certificate SW-16702/2023, Dr. Asha Prasuna, Prof. Dr. SNV Siva Kumar, and Dr. V S Parthasarthy

## FUNDED RESEARCH PROJECTS

- Dun & Bradstreet content development for corporate trainings and certifications
- Budget Impact Analysis for an Investment advisory firm
- Foreign exchange risk management for a large Corporate

**INSTITUTE/  
UNIVERSITY  
SERVICE**

- Area Chairperson – Economics
- Chairperson – Centre for Economic Policy Analysis & Research (CEPAR)
- Chairperson – Case Research Centre (CRC)
- Lead, Research Excellence Taskforce
- Co-coordinator – Ph.D. program, UoM at KJ SIM Centre
- Committee Member of Finance

**DOCTORAL  
THESIS  
PRINCIPAL  
ADVISER**

- Somaiya Vidyavihar University, Mumbai
- BIT- Ranchi

**DOCTORAL  
THESIS  
COMMITTEE  
CHAIRPERSON**

- CESS, Hyderabad

**NETWORK  
WITH FOREIGN  
UNIVERSITIES**

- Georgia Institute of Technology, Atlanta
- Seattle University, U.S.
- Rochester Institute of Technology, U S
- Alberta University, Canada
- University of Hull, U. K.
- Georgetown University, U.S.
- Keele University, U.K
- Business School Ludong University, China
- Bristol Business School, University of the West of England

**CONTACT  
WITH  
REGULATORY  
BODIES/STOCK  
EXCHANGES**

- Reserve Bank of India (RBI)
- Securities and Exchange Board of India (SEBI)
- National Stock Exchange (NSE)
- Bombay Stock Exchange (BSE)
- Chief Economists from Banks & Large Companies

**NETWORKING**

- Mahindra & Mahindra (M&M)
- AMDISA (SAARC Management Institutes)
- Larson & Toubro (L&T)
- Bombay Chamber of Commerce & Industry (BCCI)
- Maharashtra Economic Development Council (MEDC)
- National Institute of Securities Markets (NISM)

**FACULTY  
NETWORK**

- Mumbai Economists' Group
- Life Member – The Indian Econometrics Society (TIES)

- Economics faculty members from other B schools
- Finance professional for Guest lectures

## **2023-24- WORK IN PROGRESS**

**ESG Risk Assessment Tool for Indian Small and Medium Enterprises**, presented at The Twenty-Second Workshop on e-Business Saturday, December 09, 2023, Hyderabad at Workshop on e-Business (WeB), accepted for publication in the Lecture Notes in Business Information Processing (LNBIP) by Springer

**Sustainability Risk Modelling- Indian Mergers & Acquisitions** accepted for presentation at the Association of Indian Economic and Financial Studies (AIEFS), at the AEA 2025, ASSA 2025 Annual Meeting held on January 3–5, 2025 (Friday, Saturday, Sunday) in San Francisco, California.

**ESG Disclosure Score Irrelevant or Market Indifference: The Case of Indian Banks**, accepted for presentation at the 2024 IAJBS World Forum, and CJBE Annual Meeting will take place on July 14-17, 2024, at Australian Catholic University in Sydney, Australia.

**ESG Disclosures of Indian Banks and Financial Performance: Is there a link?** Accepted for presentation at the Western Economic Association conference at Seattle on June 28-29, 2024.

**Mergers & Acquisitions with A Risk Scoring Model of Probability of Successes or Failures**, accepted for presentation at the 4<sup>th</sup> Development Economics Conference 2024 scheduled during 24-26 JUNE 2024 at Lincoln International Business School, University of Lincoln, United Kingdom.

**Income Consumption variations and convergence of SDP across Indian States – ICSSR**  
Major project Co Pi – ICSSR/RPD/MJ/2023-24/SE/136 from 1 Apr 2024 – 31 Mar 2026.