**RESUME**

**Dr. Kokab Durri.**

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**OBJECTIVE:** To pursue career in teaching & research and work for the promotion of academic excellence in the higher education system.

**Areas of Specialisation:** Financial Management.

**BASIC ACADEMIC QUALIFICATIONS:**

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| **S. No** | **Degree/****Qualification** | **Name of Institution** | **Year of****Passing** | **Grade Obtained** |
| 01 | Doctorate (Ph.D.) | University ofKashmir | 2017 | Awarded |
| 02 | National Eligibility Test for Lectureship (NET) | University Grants Commission (UGC) | 2012 | Qualified |
| 03 | Post-Graduation (MBA) | University ofKashmir | 2012 | First Division |
| 04 | Graduation (BBA) | University ofKashmir | 2008 | First Division |
| 05 | Higher Secondary School | JK-BOSE | 2005 | First Division |
| 06 | High School | JK-BOSE | 2003 | Distinction |

**ADDITIONAL QUALIFICATIONS:**

* **(2012)** 6 months certificate course in computers.
* **(2011)** Joint Certification Course in Retail Banking conducted jointly by HDFC bank limited and The Business School, University of Kashmir.
* **(2009)** 15 days Certificate Course in Information Technology.
* **(2007)** Short Term Course in Tally 7.2 from Government Polytechnic for Women Srinagar.

**EXPERIENCE:**

* **(11-03-2024 to till date)** working as lecturer in University of Kashmir (J&K).
* **(16-02-2023 to 31-12-2023)** worked as lecturer in University of Kashmir (J&K).
* **(01-03-2022 to 31-01-2023)** worked as lecturer in University of Kashmir (J&K).
* **(01-01-2020 to 31-01-2022)** worked as lecturer in University of Kashmir (J&K).
* **(03-08-2019 to 22-12-2019)** worked as lecturer in University of Kashmir (J&K).
* **(07-04-2018 to 31-07-2019)** worked as lecturer in Higher Education Department of Jammu and Kashmir.
* **(23-05-2017 to 28-02-2018)** worked as lecturer in University of Kashmir (J&K).
* **(16-04-2016 to 31-03-2017)** worked as lecturer in University of Kashmir (J&K).
* **(02-04-2012 to 10-12-2013)** worked as lecturer in KSERT-Institute of Business Studies, Humhama, Srinagar (J&K).

**RESEARCH PUBLICATIONS:**

* **(2023) “Irrational Investment Decisions in the Age of Artificial Intelligence: A Comprehensive Review and Analysis”.** International Journal of Multidisciplinary Research, Vol. 5, September-October 2023 **[ISSN: 2582-2160].**
* **(2018) “Influence of Heuristics on Individual Investors Rationality”.** The Business Review, Vol. 22, June 2018 **[ISSN: 0972-8384].**
* **(2018) “Impact of Psychological Traits on Rationality of Individual Investors”.** Theoretical Economics Letters, Vol. 8, July 2018 **[ISSN: 2162-2086].**
* **(2017) “Influence of Overconfidence, Optimism and Pessimism on the Rationality of the Individual investors: An Empirical Analysis”.** Pacific Business Review International, Vol. 9, No. 12, June 2017 **[ISSN: 0974-438X].**
* **(2016) “Service Quality and Value Creation in Institutes of Higher Learning”.** Centum Multi-Disciplinary Research Journal, Vol. 9 No. 1, February 2016. **[ISSN: 2231-1475].**
* **(2015) “Comprehensive Review of Literature on Behavioural Finance”.** Indian Journal of Commerce and Management Studies, Vol. 6, Issue 2, May 2015 **[ISSN: 2229-5674].**
* **(2015) “Financial Viability and Sustainability of Micro Finance Institutions: An Analysis”.** Intercontinental Journal of Financial Research Review, Vol. 3 No. 1, February 2015 **[ISSN: 2321-0354].**

**SEMINARS/CONFERENCES/WORKSHOPS ATTENDED:**

* **(2023)** Presented paper on “Understanding the Relationship between Herd Behaviour, Faith and Rationality of Individual Investors: An Empirical Analysis” organized by Department of Management Studies, University of Kashmir, J&K, India.
* **(2016)** Presented paper on “Service Quality and Value Creation in Institutes of Higher Learning” at International Conference, BHAVISHYA-2016 on Scaling New Heights & Horizon in Higher Education” organized by Thakur College of Science & Commerce, Mumbai, India.
* **(2015)** Presented paper on “Ecotourism in J&K: A Geographical Analysis” at two-day International Conference on Sustainable Development and Technological Innovation, organized by Islamic University of Science and Technology, J&K, India.
* **(2015)** Presented paper on “Requirements of Management Education in Kashmir” at two-day National level Conference on Commerce and Management Education under New Education Policy, organized by The Islamia College of Science and Commerce, J&K, India.
* **(2015)** Presented paper on “Behavioural Finance and Entrepreneurial Investment Decisions” at National Conference on Entrepreneurship Development, organized by Government Degree College, Bemina, J&K, India.
* **(2014)** Attended One Week Short Term Workshop on Research Methodology for Research Scholars organized by UGC-Academic Staff College, University of Kashmir, J&K, India.
* **(2014)** Presented paper on “Comprehensive Literature Review of Behavioural Finance” at National Symposium on Perspectives on Metrics Based Research Evaluation, organized by Department of Library and Information Sciences, University of Kashmir, J&K, India.
* **(2013)** Presented paper on “Financial Performance of Micro Finance Institutions: An Analysis of Jammu and Kashmir Grameen bank” at International Conference on Contemporary Issues in Business, Management and Finance, organized by Department of Business and Financial Studies, University of Kashmir, J&K, India
* **(2010)** Participated in the Consultation and Workshop for NSS Volunteers on “Negotiating Peace Worldwide”, jointly organized by Rajiv Gandhi National Institute of Youth Development and National Service Scheme (NSS), University of Kashmir, J&K, India.
* **(2007)** Participated in Inter-College Symposium on “Entrepreneurship: A Solution to the Growing Problem of Unemployment in the State, J&K, India.