



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Ibha Rani

Assistant Professor
Department of Commerce
School of Commerce, Accounting & Finance

Areas of Specialisation:

Banking Efficiency, Portfolio Analysis, Sustainable and Green Investment, Risk Management, Consumer Behavior

Dr. Ibha Rani is presently serving as an Assistant Professor at Kristu Jayanti (Deemed to be University), Bengaluru. She holds a Ph.D. in Management from Visvesvaraya Technological University, an MBA with dual specialization in Finance and Marketing from Bharati Vidyapeeth University, and has also qualified UGC-NET and K-SET. With over ten years of teaching experience at undergraduate and postgraduate levels, along with five years of professional experience in the non-banking financial sector, Dr. Rani combines academic depth with practical industry insights. Her areas of expertise include Banking and Finance, Investment Management, Risk Management, Stock Market Analysis, Business Statistics, and Marketing. She has published and presented numerous research papers in national and international conferences and reputed journals, including several Scopus-indexed publications. She has also authored four books: Business Marketing, Investment Management, Fundamentals of Financial Management, and Global Financial Markets & Institutions. Her academic contributions and research excellence have been recognized through several awards, including the Dr. Sarvepalli Radhakrishnan Global Educator Award by ICERT and the Research Excellence Award 2024 (Platinum Category) by Kristu Jayanti College. Dedicated to teaching, research, and mentoring, Dr. Ibha Rani continues to inspire students while contributing significantly to the fields of commerce, management, and financial research.

Selected Publications:

1. **Rani, I.**, Chand Pasha, A., Nagaraju, L. G., Nandisha, M., & Sadiq Pasha, A. (2025). Investment Awareness and Financial Literacy Among Millennials in India. In *Studies in Systems, Decision and Control* (pp. 277–287). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-86712-5_23
2. Singh, A., **Rani, I.**, Diwani, G., Chitradevi, S., & Iyer, B. S. B. (2025). Women Work Force and Economic Growth of India: Cointegration Analysis. In *Studies in Systems, Decision and Control* (pp. 301–310). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-86712-5_25
3. **Rani, I.** (2024). One Station One Product—An Analysis of Impulse Buying Behavior Towards the OSOP Items. In *Studies in Big Data* (pp. 397–404). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-70855-8_34