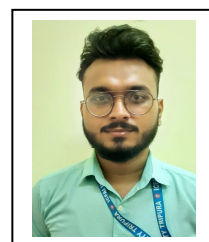


Name: Dr. Sankha Subhra Deb

Designation: Assistant Professor

Branch: Finance



Educational Qualification(s):

Qualification(s)	University
B.Tech (Electronics & Communication)	UEM, Jaipur, Rajasthan
MBA (Finance)	Mittal School Of Business, LPU, Phagwara, Punjab
Ph.D.(Behavioral Finance)	The ICFAI University Tripura.

Experience in years : 04 years(Academic)

Sl. No.	Organization	Position Held	Duration	
			From	To
1.	The ICFAI University Tripura.	Visiting Faculty	October 2021	December 2021
2.	The ICFAI University Tripura.	Research Scholar	December 2021	July 2025
3.	The ICFAI University Tripura.	Asst. Professor	September 2025	Till date

Other Information:

Paper published in Journals:

SL. NO	Title of paper	Name of the Journal	Vol. & Year
1	Measuring Awareness About Mutual Funds: A Study On Bank Employees In Tripura	INTERNATIONAL JOURNAL OF ACCOUNTING & FINANCE REVIEW (ABDC)	14(1) (2023)
2	The Rise and fall of Enron: A cautionary tale of corporate	International Journal of Multidisciplinary Research and Growth Evaluation	Vol.4,(5) 2023

3	Risk Perception, Risk Appetite, and Investment Behavior: Insights from Indian Equity Investors	Economic Sciences (ABDC)	Vol. 25, No. 1 (2025)
4	Heuristic and Optimism Biases in Investment Decisions: Mediating Effects of Risk Perception Among Investors in Tripura	Asian And Pacific Economic Review (ABDC)	Vol. 18, No. 1, 2025
5	"Mapping the field of cognitive sciences in behavioral finance"	AJBS (Scopus)	Vol. 6, 2024
6	Awareness of Blockchain technology and FOMO on Crypto investment: An empirical study	Educational Administration: Theory and Practice	Vol. 30, No. 4, 2024

Book Chapters

Sl. No	Paper	Journal/Book	Publishers	Edition and Year.
1	Heuristics and Herding in Investment Decisions among Millennials: An empirical study in Tripura	Emerging Issues in Behavioural Finance	Bloomsbury	2023
2	Assessing the impact of Covid-19 pandemic on educational sector in India	Emerging Challenges and Opportunities in Business and Economy: Lessons from Covid 19 Pandemic: Economy	Shashwat Publication	2022
3	Unraveling the Behavioral Finance Landscape in North Eastern India	Growth and Development in the North Eastern Region: Opportunities and Constraints	Global authors publication	2025

Papers presented in National and International Seminar

SL No.	Seminar and Conference	Organizer
1	8TH SUMMER SCHOOL ON BEHAVIORAL FINANCE AND INTERNATIONAL CONFERENCE, 15th June 2024	IIIT, Prayagraj
2	2nd INTERNATIONAL CONFERENCE ON BEHAVIORAL FINANCE (ICBF) 17th June 2023	IIIT, Prayagraj
3	INTERNATIONAL CONFERENCE ON BEHAVIORAL FINANCE (ICBF 2022) 18th June 2022 to 19th June 2022	IIIT, Prayagraj
4	7th SSBF and ICBF-24 on 17th February 2024	CHRIST University, Pune
5	4th RAJAGIRI CONFERENCE ON ECONOMICS AND FINANCE, 28th-29th November 2022	Rajagiri Business School, Kochi

6	Emerging Issues & Trends of Socio-Economic Development in Rural Economy with Special Emphasis on Handloom and Handicraft Sector" on 27 th and 28 th February 2023.	FMC, ICFAI University, Tripura
7	International Conference on Issues of economic development in North-East India on 19 th March 2024	FMC, ICFAI University, Tripura

Workshop Attended

Sl. No	Title	Organized by
1	SSBF 2022	IIIT, Prayagraj
2	ICBBF 2023	CHRIST University
3	FDP on Research Methodology, Publication and Data Analysis through statistical software	ICFAI University, Tripura
4	One-week international workshop on Research methodology and Data Analysis	The ICFAI University Tripura
5	Data Analysis with SPSS, R, and E-views	The ICFAI University Tripura

Best paper Award

Sl No	Topic of the Paper	Organiser
1	Assessing relative weight of determinant for investment in Balance scheme of Mutual Fund	IIIT Allahabad
2	Poverty Alleviation through Financial Institution: A Bolog metric Analysis	The ICFAI University, Tripura and NABARD
3	Public Sentiment and Digital Payment: A Social Media visualization approach	CHRIST Pune, & IIIT, Allahabad
4	Assessing the impact of MSP, AUC & Productivity on the production of Major Millet: An Empirical study in India in the 21 st century	The ICFAI University, Tripura and NABARD
5	Mar-a-Lago: TRUMP's Masterclass in Business, Branding, and Controversy	The ICFAI University, Tripura