

## Dr. Preeti S Desai

Assistant Professor, Dept. of MBA, SIT

Contact: 9008977611

Email: [preeti@sit.ac.in](mailto:preeti@sit.ac.in)

Vidwan ID: 91089

Scopus ID: 57191290284

OrcID: 0000-0002-1424-9232

Faculty ID: 1478456941

### Education

	Degree	Year	Institute	Specialization
1	Ph.D	2017	Akkamahadevi Women's University, Vijayapura, Karnataka	General Management
2	Mphil	2008	Sri Venkateshwara University, Tirupati	Organization Behavior
3	M.Com (Corporate Secretaryship)	2004	Karnataka University, Dharwad	Corporate laws
4.	MBL	2024	National Law School of India University, Bangalore	Business law
5.	CS (Intermediate)	2006	ICSI, New Delhi	Corporate law
6	B.Com	2002	A S P Commerce college, Vijayapura	Taxation and Costing

### Professional Experience

	Date (from-to)	Designation	Organization
1	16.03.2009 to till date	Assistant Professor	Siddaganga Institute of Technology
2			
3			

*(Please fill in reverse order. Current designation should be at the top)*

### Positions held

- Member of Board of Examiners & Board of Studies
- Research Committee coordinator
- Department representative in Institute innovation council and TBI

- *NAAC criteria 5 coordinator*
- *NBA criteria 3 coordinator*
- *Department test coordinator*
- *Member of Department Academic Affairs Committee*

#### Affiliations of Professional organizations

- NILL

#### Awards and Honors

- Obtained course completion certificate from MMTCC, Mysore and HRDC for clearing basic capacity building program on IKS – March 2025
- NPTEL Certification: Leadership and Team Effectiveness (2023), ‘Development Research Methods (2021)’, NBA Accreditation (2023), Mergers and acquisitions (2024).
- **Certified Trainer for GST**, National Academy for Customs and Indirect Taxes and Narcotics (NACIN).
- **Certified CSR Professional**, ICSI, New Delhi.
- **Bharat Vikas Award** (2023) for contributions to governance and public policy literature.
- Executive Education Program certification titled “Leading Strategic Change (11 – 19 June 2021)” from IIM Bangalore.
- Organised a two days international conference on „Ethics and Governance in Business“ on 15th & 16th December 2020
- Best Paper Award at **International Conference by RDA and Bangalore University**.

#### Courses Taught

##### Postgraduate Courses

- Business Economics, Business Ethics
- Business Research Methods, Financial Management,
- Business Law, Financial Institutions and Markets, Cost and Management Accounting, Risk Management and Insurance,
- Project Management, Micro finance, Tax Management, International Financial Management.

#### Research Guidance

Sl. no	Name of the Scholar	Title	Year of completion
1	AMARNATH N KUSHNOOR- 1SI20PBA01	Evaluation of adoption of Blended Learning using Artificial Intelligence- based Information Communication Technology and flipped classrooms in Higher	

			Education.	
2	HARSHINI 1SI21PBA02	C-	ROLE OF BEHAVIORAL BIASES AND INVESTMENT LITERACY IN SHAPING GEN Z'S INVESTMENT DECISIONS - A CASE OF BENGALURU	
3	POOJA 1SI22PBA01	V-	An Evaluation of Alternative Credit Scoring Models on Enhancing Credit Access in Fintech Lending Sector.	
4	SANOBER SHAIKH- 1SI22PBA02		A Study on impact of employee engagement on employee performance in selected IT organisations of Bengaluru	

#### Research Areas

- Corporate Governance and Social Responsibility, Public policy,
- Rural development, Goods & Services Tax, Adolescent health, entrepreneurship Development, IKS
- Behavioural finance, New Education Policy, Financial Inclusion, Digital literacy

#### Sponsored Projects

##### Ongoing Projects:

1. Title:  
Funding Agency:  
Amount:  
Duration:  
Role:
2. Title:  
Funding Agency:  
Amount:  
Duration:  
Role:

##### Completed Projects:

1. Title:  
Funding Agency:  
Amount:  
Duration:  
Role:
2. Title:  
Funding Agency:  
Amount:  
Duration:

Role:

## Publications

### Journals

#### Journal Publications:

1. Understanding the impact of investment literacy and risk tolerance on young adults' investment choices Harshini C.;Desai P.S.;Chaitra K.S.Article International Journal of Accounting and Economics Studies, Volume 12, Year 2025, Pages 72-79, DOI:10.14419/m6a14a74
2. The Role of AI and ML in Alternative Credit Scoring in Fintech Lending, Pooja V, Preeti Desai, Journal of Information Systems Engineering and Management 2025, 10(31s) e-ISSN: 2468-4376
3. Assessing the Growth of Digital Assets and Youth Perception: A Comprehensive Study, Journal of Information Systems Engineering and Management, 2025, 10(27s), e-ISSN: 2468-4376
4. EVALUATION OF EFFECT OF FINANCIAL LITERACY AND HERDING BEHAVIOR ON INVESTMENT DECISION-MAKING, Ms. Harshini C, Dr. Preeti S Desai, CAHIERS MAGELLANES-NS, 6(2), 5151-5164.  
<https://cahiersmagellanes.com/index.php/CMN/article/view/800>
5. EMPOWERMENT AT HER FINGERTIPS: A DIGITAL REVOLUTION FOR RURAL WOMEN, Dr. Preeti S Desai, Ms. Harshini C, CAHIERS MAGELLANES-NS, 6(2), 5134-5150. <https://cahiersmagellanes.com/index.php/CMN/article/view/799>
6. Continual Challenges of GST Regime in India from the Inception, by Preeti. S.Desai, S. Panneraselvam, Meena Chandavarkar, DOI: 10.1504/IJBSR.2023.10054413
7. Ethical Influence of Social Media by Academic Communities, by Vijayalakshmi M, Somashekar C, Preeti. S.Desai, Badri Narayan, DOI: 10.1504/IJBSR.2023.10054548.
8. A Study on Prosocial Behavior of Days Scholar and Hostel Students, International Journal of Early Childhood Special Education (INT-JECSE), DOI: 10.9756/INT-JECSE/V14I2.355 ISSN:1308-5581 Vol 14, Issue 02, 2022, R. Saravana Selvakumar, CH.Madhavi Latha, Mulatu Dea Lerra, A.Sabarirajan, Preeti S Desai, R.Gopinathan
9. Entrepreneurial Intentions of Graduating Students in Non-metro Cities of Karnataka, Preeti S Desai, Ankita Kulkarni, Journal of Mines, Metals and Fuels, 71(6): 786-790; 2023. DOI: 10.18311/jmmf/2023/34494
10. Agriculture-Information Systems Adaptation Phenomenon of Small Farmers in India; Amarnath Kushnoor, Dr. Preeti. S. Desai, Vijaykumar Wallure, Jitendra Sunte: International Journal of Scientific Research in Computer Science, Engineering and Information Technology, Volume 8, Issue 4, July-August-2022, Page Number : 157-166.
11. "Ethical Issues in the Indian Construction Industry: Student's Perspective", International Journal of Creative Research Thoughts (IJCRT), ISSN:2320-2882, Volume.9, Issue 1, pp.90-95, January 2021, Available at :<http://www.ijcrt.org/papers/IJCRTB020011.pdf>
12. Corporate Social Responsibility & Corporate Governance practices of private multispecialty Health care organizations in India. Preeti Desai and Dr. Meena R Chandawarkar, Management Outlook, Volume-8, No-1, January-June 2018, ISSN- 2231-1769.
13. A Study of Corporate Governance and CSR Practices in selected Health Care Organisations, Ms. Preeti Desai and Dr. Meena R Chandawarkar, Amity Journal of Corporate Governance, volume1, issue 2, 2016
14. Promotion of Woman Entrepreneurship in Health Care Sector Ms. Preeti Desai and Dr. Meena R Chandawarkar PARIPEX- INDIAN JOURNAL OF RESEARCH, vol5,issue12, December 2016, ISSN- 2250-1991.
15. Aligning CSR Activities of Health care Sector to Developmental Needs of India Ms.Preeti

- Desai and Dr. Meena R Chandawarkar J. Pharm. Sci. & Res. Vol. 8(9), 2016, 1008-1016.
16. Corporate Social Responsibility- Beyond Statutory Obligation Ms. Preeti Desai and Sonal Jain et.all Issues and Challenges of Business Management, Himalaya Publishing House, first edition, 2016, ISBN- 978-81-923066-8-1, p.no-317-321
  17. Is Corporate Governance Critical for Sustainability of Business? Ms. Preeti Desai and Dr. Meena R Chandawarkar Intercontinental Journal of Finance Research Review, Vol3, Issue-3, July-September 2015, p.no- 95 to 104, ISSN: 2321-0354 (O), 2347-1654 (P).
  18. Intrapreneurship Promotion Preeti Desai, International Journal of Research (IJR); Vol02, Issue-01; February 2015; P.NO- 24 to 29, e-ISSN: 2348-6848, P-ISSN: 2348-795X
  19. Ethical Issues In Indian Financial Services Industry, International Journal Of Marketing & Financial Management, Vol 3, Issue,1, Jan 2015, ISSN(ONLINE): 2348-3954 and ISSN(PRINT): 2349-2546

### Conference Proceedings

#### Conference Publications:

1. Timeless Wisdom for Modern Challenges: Management lessons from the Indian epics for youth. 2nd International Conference on Happiness and Well-Being amidst Polycrisis: Insights from Indian Knowledge Systems, held on March 1–2, 2025, at SMS campus, Varanasi.
2. Investigating The Influence of CSR In Healthcare: Perspectives From Indian Traditional Knowledge, international research conference at MET Institute of management, Mumbai on “INDIAN KNOWLEDGE SYSTEM”
3. Digital Literacy for Inclusive growth, Dr. Preeti Desai et.all. one day National Conference on Contemporary Issues & Challenges in Finance and Banking conducted by Academy of Higher Learning in association with The Institute of Cost Accountants of India Bangalore Chapter on 6.5.2019. ISSN (online)- 2249-2585, ISSN(print)- 2249-8672, page no-52-60.
4. Corporate Governance in Indian Health Care Sector: With specific reference to the private Health Care Organizations in Bangalore, Karnataka. National Conference on “ Corporate Governance and Corporate Social Responsibility- Emerging Perspectives, challenges & Opportunities”, jointly organized by KLE’s RL Law collage, Belagavi and KLE’s IMER, Belagav, 23.02.2018. ISBN- 978-93-5321-463-0, Page 5-17.
5. Nexus between Clinical Governance practices & Corporate Governance practices in private Health Care Organizations, Preeti Desai and Dr. Meena R Chandawarkar, National Conference organized by School of Management, National Institute of Technology Rourkela. HMCF-2018, ISBN- 978-93-86940-00-1. Page- 81-103.
6. CSR practices and Sustainability of Health Care Organizations Mrs. Preeti Desai and Dr. Meena R Chandawarkar National Conference on Business Excellence for Inclusive & Sustainable Growth, VOL-1, 2015, page number- 72-78, Excell Books, ISBN- 978-93-5062-623-8
7. Corporate Governance in Indian Scenario Dr. Meena R Chandawarkar and MS. Preeti Desai Strategies for Social and sustainable Competitive Advantage in Globalized Era. Volume - 3, ISBN: p.no- 521 to 526, 978-93-83192-49-6, 2014.
8. Corporate Governance in Indian Scenario- A case study of Health Care Sector. Two day international conference on “Strategies For Social And Sustainable Competitive Advantage In Globalized Era”. 20th and 21st June 2014. KSWU, Vijayapura

#### Book Chapters

1. Chapter on “Importance of e-recruitment in the new normal” in the book titled ‘INNOVATIONS IN FINANCE, BUSINESS PROCESS AND TECHNOLOGY DURING CRISIS’, CHAPTER 9, P64, WESER BOOKS, ISBN- 978-3-96492-253-0; April 2022.

2. Chapter on CHALLENGES AFTER IMPLEMENTATION OF GST IN INDIA in the book Economic Policy & Planning in India Post COVID 19“, Bloomsbury Publication, UK.
3. Chapter on Corporate Governance & CSR Practices of Teaching Health Care Organizations- Initiating as a tool for Best Management Practice contributed to edited book by the title- Readings in Contemporary Management Research; publisher- Enas Publications; ISBN- 9789386891129; YEAR 2019.
4. New Goods And Service Tax Regime To Boost Cross-Border Transactions In Indiap.no67, “Taxation in India under GST: Scope and Supply”, ISBN- 978-93-84443-57-3, 2016, P.NO- 15-16,
5. Rural Tourism: An Opportunity for Rural Entrepreneurship in India Ms. Preeti Desai and Dr. Meena R Chandawarkar Rural Entrepreneurship Trends, Opportunities and Challenges, an edited book published by International Research Publication House, New Delhi, ISBN- 978-93-84443-57-3, 2016, P.NO- 95-96

### Books

- Edited book titled ‘Women Empowerment and Financial Literacy’, Preeti Desai, S Panneerselvam, Meena R Chandawarkar, National Press Associates- 978-81-19674-67-1, 2024.
- Corporate Governance and Corporate Social Responsibility- Regulatory Requirement to Inclusive Strategy“, IIP publisher, ISBN- 978-93-93364-32-6, January 2022.
- Co-authored a book on Tax Management along with Mr. R Prakash, published by Thakur Publications, 2014.

### Editor/ Reviewer of Journal

- Reviewer for NOLEGEIN Journal of Consumer Behavior & Market Research- ISSN: 2581-4400 (STM Journals ,an imprint of Consortium e-Learning Network pvt Ltd

### Patents

- Design application- Generative AI Enabled Fintech Helpdesk Device for Complete Loan Automation for Segregated Customers. Authors/Applicants- Ms. Pooja V, Dr. Preeti S Desai, Dr. Srikant G Sugur, Dr. Madhu Srinivasa, Ms. Harshini C, Mr. Suman Kumar, Application No- 455269-001. Application under process.

### Invited Lectures, talks and workshops

- “Course Expert” for Online Degree Programmes for the October 2024 Session BY VTU Online for the courses Risk management and Insurance and Behavioural finance.
- Keynote Speaker on ‘**Environment Needs Innovation**’ at ISRI Bhubaneswar, Odisha (2023).

- Guest Speaker on **Goods & Services Tax**, Bapuji College, Tumakuru.
- Resource Person for '**Research Methodology**', RR Institute of Technology & Management, Bangalore.
- Invited for lectures on **Tax Planning, NAAC Accreditation, and Corporate Social Responsibility** across various institutions.
- Guest lecture on Tax Planning at "Bashumia Sahukar First Grade Collage", Manvi.
- Invited as resource person by „RR Institute of Technology and Management, Bangalore" to deliver lecture on "Literature Review" to newly recruited aculties from various collages of Bangalore. 2018
- Invited by Acharya Institute of Management Studies to deliver lecture on "Importance of Corporate Social Responsibility" 2018
- Invited as resource person to give lecture on Tax Planning and Tax Management by HMSIT, Tumakuru. 2019
- Invited as resource person to National Level Webinar on " Corona Virus Outbreak: Impact on Indian Financial Markets and Economic Policies" by Department of Commerce and Management, Sree Siddaganga College of Arts Science and Commerce, Tumakuru ( August 2020)