

DR. S. JOHNSI

Associate Professor, Firebird Institute of Research in Management, Coimbatore

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PROFILE SUMMARY

A finance academician and researcher with over two decades of experience in management education, currently serving as Associate Professor at Firebird Institute of Research in Management. Her areas of expertise include Behavioural Finance, Investment Analysis, Financial Markets, Financial Management and Financial Services, with research focused on the behavioural dimensions of investment decision-making. Her academic work also extends to active contributions to curriculum development, case-based education, industry engagement and faculty development.

CAREER PROFILE

Associate Professor | Firebird Institute of Research in Management

2024 – Present

- Teaches postgraduate courses in Financial Management, Financial & Management Accounting, Equity Research & Portfolio Management, Financial Services and International Financial Management.
- Integrates contemporary finance, investment behaviour, financial analytics and emerging technologies into management education.
- Serves as In-charge of the Board of Studies, contributing to curriculum review and programme development.
- Coordinates the CEO Talk Series, facilitating meaningful interaction between management students and industry leaders.

Associate Professor / Assistant Professor – Finance | D. J. Academy for Managerial Excellence

2007 – 2024

- Taught a broad portfolio of finance and management courses.
- Guided M.Phil. scholars and students in research and academic projects.
- Organized and coordinated academic and departmental activities.
- Served as a Resource Person for Management Development Programmes (MDPs).
- Contributed to academic administration and institutional quality initiatives.

RESEARCH PROFILE

Her research focuses on the intersection of finance, psychology and decision-making, with particular interest in understanding the influence of emotional intelligence, personality traits, risk perception and behavioural biases on investor behaviour and investment decisions.

Her broader research interests include Behavioural Finance, investment decision-making, financial market analysis, credit rating prediction, financial inclusion and corporate financial performance.

AWARDS & RECOGNITION

- Best Research Paper Award – Finance Track, N. L. Dalmia Institute of Management Studies and Research International Conference 2023, for *“Piotroski F-Score & DuPont Analysis of Milk Mist Dairy Pvt. Ltd. and Hatsun Agro Ltd.”*, 18 February 2023.

RESOURCE PERSON

Has served as a resource person for Management Development Programmes, Faculty Development Programmes and Student Development Programmes, bringing practical perspectives on finance, investment and contemporary economic issues.

- Finance & Managerial Decision-Making: Delivered sessions on *Developing a Finance Sense*, *Finance for Non-Finance Managers* and *Cost Management*, focusing on financial awareness, cost analysis and practical decision-making.
- Contemporary Finance & Investment: Delivered sessions on *New Structural Reforms* and *Behavioural Investing*, exploring economic developments, investor behaviour and the behavioural dimensions of investment decisions.

SELECTED PUBLICATIONS

- Reviving Growth: The Role of Fiscal Policy in Post-Pandemic Economic Recovery – An Applied Macroeconomic Analysis, *European Economic Letters*, Vol. 15, Issue 2, 2025, pp. 3534–3540.
- Impact of Emotional Intelligence, Personality Traits, Risk Perception and Behavioral Biases on Investment Decisions, *Empirical Economics Letters*, Vol. 22, Special Issue 1, August 2023. ABDC – C.
- Predicting the Bond Rating of Selected S&P 500 Listed Firms by Using Multivariate Statistical Methods, *Metamorphosis of Modern Management and Research (NC 3MR 2024)*, Bannari Amman Institute of Technology, 2024.
- Are Big IPOs Destined to Fail – A Case of One97 Communication, *National Case Development Conference Proceedings*, LIBA, 2022.
- Impact of Risk Perception on Investor Behaviour and the Moderating Role of Personality Traits Using Logistic Regression, *International Journal of Business and Management Invention*, Vol. 8, Issue 5, May 2019, pp. 05–11.
- Will Adidas Run Up to Number 1 Spot with Their Speed Factories?, *Asian Journal of Multidimensional Research*, Vol. 8, Special Issue 5, May 2019, pp. 109–114.
- A Study on the Exchange Rate Fluctuations and its Impact on the Financial Performance at J.K. Fenner India Ltd., *International Research Journal of Management Sociology & Humanities*, Vol. 10, Issue 4, 2019, pp. 106–118.
- Impact of Personality and Emotional Intelligence on Investor Behaviour, *SDMIMD Journal of Management*, Vol. 10, Issue 1, March 2019, pp. 21–29.

FACULTY DEVELOPMENT & PROFESSIONAL LEARNING

Actively engages in continuous professional development in Artificial Intelligence in Finance, AI-driven pedagogy, academic research, case-based learning and contemporary financial practices through FDPs, workshops, research seminars and professional forums.

- Recent learning: NPTEL–AICTE FDP on *Artificial Intelligence for Investments* (2025); National FDP on *AI-Driven Pedagogy and Research* (2025); and Workshop on *AI Tools in Academic Research* (2024).

EDUCATION

- Ph.D. in Finance, Bharathiar University, 2020
Research Topic: "Impact of Emotional Intelligence, Personality Traits, Risk Perception and Behavioral Biases on Investment Decisions"
- M.Phil., Madurai Kamaraj University, 2009
- State Eligibility Test (SET), Bharathiar University, 2006
- Master of Business Administration, GRG School of Management, P.S.G.R. Krishnammal College for Women, 2000