Name: Jay Kris Guru Charan

Email ID: f20jayc@iimidr.ac.in



Academic Background

I have done my BA in Social Sciences from TISS Hyderabad Campus and my MBA in IIM Tiruchirapalli. During my Bachelors, most of my electives were in Psychology, Economics, Political Science and International Relations. During my MBA, I developed a strong interest towards Finance and harnessed my interest in capital markets and behavioral finance further

Conferences

- Presented my paper titled `Behavior of Real Estate Investors, developers, brokers and sales agents: An empirical study applying principles of behavioral economics' in the 6th Biennial Conference of Indian Academy of Management held at IIM Trichy, January 2 4, 2020.
- Presented my paper titled `Laying the Foundation of Smart Banking Solutions in Indian
 Context' in the Digital Banking for Sustainable Development Conference held in
 Alagappa University from 24th September 25th September 2019.

Research Interests

I am interested in looking at ways to minimize pain points of retail investors by drawing upon intersectionality studies which factor in the impact of socio economic factors on retail investor behavior and come up with novel optimization mechanisms which factor in constraints,

resources (monetary & non-monetary) and behavioral tendencies of diverse groups of investors with a focus on enhancing risk adjusted returns on a consistent basis.