

## Faculty Profile

Name: **Dr. Apurva Shrivastava**

Designation: Assistant Professor

Teaching Areas: Financial Accounting  
Cost Accounting  
Management Accounting  
Financial Management  
Global Business Project  
Business Law



Research Interests: Banking  
Behavioral Finance

Education: Ph.D., Devi Ahilya Vishwa Vidhalaya, Indore.  
M.B.A., Devi Ahilya Vishwa Vidhalaya, Indore.

### Research Publications:

1. Apurva Shrivastava, Gyan Prakash (2024), " A Study on Determining Factors that Affect the Acceptance of Wealth Management ( With Special reference to Indore City)", International journal of research, Volume 11, Issue 3 (March).
2. Apurva Shrivastava, Sunita Sharma, Gyan Prakash (2022), "Technology Acceptance Model: Understanding the Teachers' Perception towards Online Classes" International Journal of Recent Scientific Research.
3. Deepak Shrivastava, Apurva Shrivastava, Gyan Prakash (2020), " A Comparative Study of factors of Perceived Usefulness and Perceived Ease of Use of Customers of Public and Private Sector Banks", Our Heritage, Vol 68- Issue 1 - January
4. Deepak Shrivastava, Apurva Shrivastava, Gyan Prakash (2019), "A Study on the Determining Demographic Factors for Green Banking Usage," Think India, Vol-22- Issue 14- December
5. Deepak Shrivastava, Apurva Shrivastava, Gyan Prakash (2019), " Using Technology Acceptance Model to Study Customers' Perception Towards Green Banking," Think India, Vol-22, Issue-3, Jul- Sept