

Dr. Kokab Durri

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Professional Summary

Assistant Professor with over 13 years of teaching experience. Experienced in teaching both undergraduate and postgraduate courses, and committed to enhancing student learning. Active in departmental activities including curriculum design, organising workshops and seminars, managing business tours and examinations. Research-focused, with publications in reputed journals with over 150 citations on Google Scholar.

Areas of Specialisation

- Behavioral Finance
- Investment Management

Work Experience

- (11-03-2025 – Present) Assistant Professor University of Kashmir
- (11-03-2024 – 31-12-2024) University of Kashmir (J&K)
- (16-02-2023 – 31-12-2023) University of Kashmir (J&K)
- (01-03-2022 – 31-01-2023) University of Kashmir (J&K)
- (01-01-2020 – 31-01-2022) University of Kashmir (J&K)
- (03-08-2019 – 22-12-2019) University of Kashmir (J&K)
- (07-04-2018 – 31-07-2019) Higher Education Department, J&K
- (23-05-2017 – 28-02-2018) University of Kashmir (J&K)
- (16-04-2016 – 31-03-2017) University of Kashmir (J&K)
- (02-04-2012 – 10-12-2013) KSERT – Institute of Business Studies, Srinagar (J&K)

Academic Qualifications

| S.No | Degree | Institution | Year | Grade |
|------|------------------|-----------------------|------|----------------|
| 01 | PhD | University of Kashmir | 2017 | Awarded |
| 02 | NET | UGC | 2012 | Qualified |
| 03 | MBA | University of Kashmir | 2012 | First Division |
| 04 | BBA | University of Kashmir | 2008 | First Division |
| 05 | Higher Secondary | JKBOSE | 2005 | First Division |
| 06 | High School | JKBOSE | 2003 | Distinction |

Research Publications

- (2023) 'Irrational Investment Decisions in the Age of Artificial Intelligence: A Comprehensive Review and Analysis'. International Journal of Multidisciplinary Research, Vol. 5, Sep–Oct 2023 [ISSN: 2582-2160].
- (2023) 'Understanding the Relationship between Herd Behaviour, Faith and Rationality of Individual Investors: An Empirical Analysis'. The Business Review, Vol. 27, Jan–Jun 2023 [ISSN: 0972-8384].
- (2018) 'Influence of Heuristics on Individual Investors' Rationality'. The Business Review, Vol. 22, Jun 2018 [ISSN: 0972-8384].
- (2018) 'Impact of Psychological Traits on Rationality of Individual Investors'. Theoretical Economics Letters, Vol. 8, Jul 2018 [ISSN: 2162-2086].
- (2017) 'Influence of Overconfidence, Optimism and Pessimism on the Rationality of the Individual investors: An Empirical Analysis'. Pacific Business Review International, Vol. 9, No. 12, Jun 2017 [ISSN: 0974-438X].
- (2016) 'Service Quality and Value Creation in Institutes of Higher Learning'. Centum Multi-Disciplinary Research Journal, Vol. 9 No. 1, Feb 2016 [ISSN: 2231-1475].
- (2015) 'Comprehensive Review of Literature on Behavioural Finance'. Indian Journal of Commerce and Management Studies, Vol. 6, Issue 2, May 2015 [ISSN: 2229-5674].
- (2015) 'Financial Viability and Sustainability of Micro Finance Institutions: An Analysis'. Intercontinental Journal of Financial Research Review, Vol. 3 No. 1, Feb 2015 [ISSN: 2321-0354].

Seminars / Conferences / Workshops

- (2023) Presented: 'Understanding the Relationship between Herd Behaviour, Faith and Rationality of Individual Investors'. Department of Management Studies, University of Kashmir.
- (2016) Presented: 'Service Quality and Value Creation in Institutes of Higher Learning'. BHAVISHYA-2016, Thakur College, Mumbai.
- (2015) Presented: 'Ecotourism in J&K: A Geographical Analysis'. Int. Conf. on Sustainable Development, IUST, J&K.
- (2015) Presented: 'Requirements of Management Education in Kashmir'. Nat. Conf., Islamia College, J&K.
- (2015) Presented: 'Behavioural Finance and Entrepreneurial Investment Decisions'. Nat. Conf., Govt Degree College, Bemina, J&K.
- (2014) Attended: Workshop on Research Methodology, UGC-ASC, University of Kashmir.
- (2014) Presented: 'Comprehensive Literature Review of Behavioural Finance'. Nat. Symposium, Dept. of Library & Info Science, University of Kashmir.
- (2013) Presented: 'Financial Performance of Micro Finance Institutions'. Int. Conf., Dept. of Business & Financial Studies, University of Kashmir.