

## Faculty Profile

Name: **Dr. Apurva Shrivastava**

Designation: Assistant Professor

Teaching Areas: Financial Accounting  
Cost Accounting  
Management Accounting  
Financial Management

Research Interests: Banking  
Behavioral Finance  
Marketing

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 (UGC CARE-II)
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 (UGC CARE II)
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 (UGC CARE II)