



## Mamidala Vasanthi

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### Education

#### PhD in Finance and Accounting

2020-2024

- Indian Institute of Management Visakhapatnam (IIMV), India
- Thesis title: “Exploring the Unconventional Market: Cryptocurrencies.”

### Experience

- Senior Lecturer at Goa Institute of Management (GIM) from June 2024 to November 2

### Research Interests

- Behavioural Finance
- Cryptocurrencies
- Financial Markets

### Publications

- **Mamidala, V.** & Kumari, P.(2023). Investigating herding severity in different NFT categories. *Finance Research Letters*.58(B), 104428. (ABDC-A).
- **Mamidala, V.**, Kumari, P., & Singh, D. (2023). Should I invest or not? Investigating the role of biases and status quo. *Qualitative Research in Financial Markets*. Vol. ahead-of-print No. ahead-of-print. 1755-4179. (ABDC-B)
- Kumari, P., **Mamidala, V.**, Chavali, K., & Behl, A. (2024). The changing dynamics of crypto mining and environmental impact. *International Review of Economics & Finance*. 89(A).940-953. (ABDC-A)
- **Mamidala, V.** (2017), SCORES (SEBI Complaints Redressal System), *Fraudulent Financial Practices in Indian Capital Market-Issues and Concerns*, Vrinda Publishing House, ISBN:978-93-85518-05-8.

### Reviewer services to journals

- Environment and Social Psychology (Indexed in Scopus)
- Global Business Review
- South Asian Journal of Business Studies
- Amwaluna: Jurnal Ekonomi dan Keuangan Syariah (Sharia Finance and Economic Journal)
- Metaverse (ISSN: 2810-9791)

## Conferences

- Investigating the herding behaviour in the crypto industries, in *the 7<sup>th</sup> Cryptocurrency Research Conference (CRC) 2024* held at Zayed University, Dubai from 23<sup>rd</sup> – 25<sup>th</sup> September 2024.
- Presented the paper titled “Do crypto investors herd?” and chaired a session, in the *RSEP International Multidisciplinary Conference 2024* held at Hotel Atana, Dubai, UAE on 8<sup>th</sup> and 9<sup>th</sup> February 2024.
- Investigating the herding behaviour in the crypto market, in *the 9<sup>th</sup> PAN IIM World Management Conference 2023* held at IIM Sambalpur from 21<sup>st</sup> – 24<sup>th</sup> January 2024.
- Impact of environmental expenses on firm value: Significance of United Nations Climate Change Conferences, in the *India Finance Conference 2023* held at N L Dalmia Institute of Management Studies and Research (NLDIMSR), Mumbai, India from 21<sup>st</sup> – 24<sup>th</sup> December 2023.
- Are Cryptocurrencies sustainable?, in the *Two day International conference on Climate finance and Sustainable development-Risks and Rewards (ICCFSD) 2023*, held at the University College of Commerce and Business Management, Osmania University, India, on 10<sup>th</sup> and 11<sup>th</sup> August 2023.
- Should I invest or not? Investigating the role of behavioural bias and status quo, in the *16<sup>th</sup> Annual Behavioural Finance Working Group (BFWG) conference*, held at the Hotel Holiday Inn, London, UK, on 12<sup>th</sup> and 13<sup>th</sup> June 2023.
- Why do consumers prefer mobile insurance services?, in *the International Marketing Conference, Marketing 5.0 (Inroads to Technology and Sustainability) “VIPNAN” 2023* held at the IIMV campus on 5<sup>th</sup> and 6<sup>th</sup> May 2023.
- Should I invest or not? Investigating the role of biases and status quo, in the *29<sup>th</sup> RSEP International Conference on Economics, Finance & Business* held at Hcc.St.Moritz Hotel, Barcelona on February 1st-2nd, 2023 (Online)
- Determinants of Investor Reaction to Statutory Corporate Tax Change: Evidence from India in the *World Finance Conference* held in Turin, Italy, on 1<sup>st</sup>-3<sup>rd</sup> August 2022 (Online)
- Determinants of Investor reaction to statutory corporate tax change: Evidence from India in the *International Conference On Business Research and Innovation, (ICBRI), 2022, held at* Management Development Institute Murshidabad, India, on 28<sup>th</sup> -29<sup>th</sup> January 2022 (Online)

## Awards

- Runner-Up in the NHRDN Prof Ram Charan Young HR Icons Awards (2020)
- Received the most prestigious research fellowship provided by the Government of India, “Junior Research Fellowship (JRF)”, UGC (June 2019).
- Achieved "Outstanding" grade for my project work, titled "A Study on Crude oil Derivatives", 2017.
- "Award of Excellence" for securing 100% marks in "Advanced Accounting" and "Advanced Corporate Accounting", 2014.
- Achieved a Rank between "80th-90th Percentile" in "National Accounting Talent Search (Junior level)", organised by "Indian Accounting Association" on February 23, 2014.
- Awarded “Topper of the Batch” for securing the First position in School in Class X.
- Participated in "Regional Round of The Hindu Young World Quiz-2008".