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I am Dr. Pooja Jain, Associate Professor in the area of Finance and Accounting at Amity Business School, Amity University, Gwalior, Madhya Pradesh. I actively focus on research work. Some research work has been published in Scopus Listed Journals and reputed peer-reviewed journals. Till now around 32 papers has been published in national and international publication, some are in conference proceeding. Apart from research paper I have wrote chapters in reputed book which has been published in IGI global and Routledge, Taylor & Francis also I have edited one book in the area of Finance. My research interests include Behavioral Finance, Financial Management and Financial Market and teaching interest includes financial accounting and reporting, cost and management accounting, auditing, financial management, financial markets & services, project management and behavioral finance. I am life member of all India accounting association, Indian commerce association. membership, member of board of studies, Jiwaji university and life member of ISTD chapter-India.