

Faculty Profile



1. **Name-** Dr. Swati Bhatt
2. **Designation-** Associate Professor, Faculty of Management
3. **Professional Qualifications:** PhD, MBA
4. **Professional Certifications**

- Exploring Sustainability in the Indian Context, Azim Premji University, Bangalore (March-May 2020)
- Summer School 4.0 on Qualitative Research, Indian Institute of Management (IIMA), Ahmedabad (April 2015)
- Foundation Course for Management Teachers, Indian Institute of Management (IIML), Lucknow (January 2008)

5. Publications

Journal Articles

1. Bhatt, S (2025)The impact of financial advertising, financial awareness, and sustainable image on investment intention: the mediating role of customer attitude, Lex Localis, 2025
2. KC Singh Priti, Bhatt Swati, Market Turbulence and Investor Sentiment: A Systematic Review of COVID-19's Behavioral Impact (2015–2025), IOSR Journal of Economics and Finance (IOSR-JEF) 16 (5), 73-86
3. Impact of behavioral factors on investors financial decisions: a study on the Indian stock market , P Singh, S Bhatt, CK Mani , Lex Localis 23 (S6), 2405-2420
4. P Tyagi, S Bhatt , Drivers of ai-enabled financial service adoption in rural India: mediating role of customer attitude, Lex Localis 23 (S6), 873-886

Patent

- Blockchain model using Performance Analysis for SCM in enhancing Sustainability (November 2022)

Conferences & Paper Presentations

1. Saxena, H., Bhatt, S., & Tyagi, M. (2025, June 27–28). Assessing the impact of digital communication training platforms on improving English communication

skills among engineering undergraduates. Paper presented at Redefining Innovative Practices in the Age of AI (ICRIPI'2K25).

2. Saxena, H., Bhatt, S., & Tyagi, M. (2025, November 19–21). A systematic literature review on the impact of soft skills training on enhancing the employability of graduates. Paper presented at Responsible Leadership in a Disruptive World: Geo-Politics, Technology & Circularity, FORE School of Management, New Delhi.
3. Saxena, H., Bhatt, S., & Tyagi, M. (2025, December 4–5). AI-enabled learning and human-centric skills: A mixed-method study on employability in the era of Business 5.0. Paper presented at Business 5.0 (ICB5.0): Innovation, Technology and Sustainability in Global Prospects, AMITY University, Gwalior.
4. “Gupta, K., Jain, A, & Bhatt, S. (2025, April 25–26). Green financing and investment strategies towards achieving SDGs.” Paper presented at the International Conference on Sustainable Development Goals: Challenges, Issues & Practices, TMIT College of Management, Teerthankar Mahaveer University, Moradabad.
5. Bhatt, A., Sharma, S & Bhatt, S. (2023, November 28–29). Harnessing technology-based challenges and opportunities of green manufacturing strategy from the Indian economy perspective. Paper presented at the International Conference on Emerging Technology Trends in Engineering and Management (ICETTEM 2023),

Amity Global Institute, Singapore. **FDP / MDP**

- MDP on "Nurturing Future Leadership Program " under the aegis of (MMTTP) under the Ministry of Education, GOI, held on Date 15th – 19th September 25 at IIM Shillong.
- FDP on UHV-I 10th to 12th March 2024 AICTE sponsored UHV-I Participant In person SRM IST, NCR Campus

Invited Speaker / Resource Person Engagements

1. Expert Session on Angel Investment/VC Funding Opportunity for Early-Stage Entrepreneurs & Accelerators/Incubation - Opportunities for Students & Faculties. Greater Noida Institute of Technology, Greater Noida (July 30 & August 1, 2024)

Workshops & Professional Development Attended

- Workshop on Context to Concept: Crafting Impactful Case Studies, GD Goenka University & AIMA-CRC (June 2-6, 2025)
- "Curriculum Innovation Workshop: Preparing engaging course materials for the academic session 2025-26" on Jun 24, 2025