

Title of the book

Fundamentals of Financial Literacy

Author:

Dr. C. Sahila

Dr. P. Maheswari

Ms. A. N. Amrin Fathima

Dr. V. Shruthi

Edition:

First Edition

ISBN No:

978-81-965783-1-2

Price

550

About the Book

Financial literacy is a critical life skill that empowers individuals to navigate the complex world of personal finance with confidence and competence. In an era where financial decisions have far-reaching consequences, from daily budgeting to long term retirement planning, this book, “Fundamentals of Financial Literacy,” seeks to demystify the intricacies of money management and wealth building. Each chapter is thoughtfully crafted to provide you with a comprehensive understanding of key financial concepts, tools, and strategies. Whether you are just starting your financial journey or seeking to enhance your existing knowledge, this course will equip you with the skills necessary to make informed and sound financial decisions.

Cover Page



Dr. C. Sahila, Ph.D., serves as an Assistant Professor in the Department of Commerce at SRM Institute of Science and Technology, Chennai. Renowned for her insightful research, she is also an accomplished author whose books in commerce education bridge theory and practice. Dr. Sahila's dedication to her students and contributions to the field make her a highly respected figure in academia, shaping the future of commerce professionals.

Dr. P. MAHESWARI, is an Assistant Professor, Department of Commerce, SRM Institute of Science and Technology, Chennai. She holds Doctoral degree in Management, she has over fifteen years of experience in teaching, Research and Academic. She has a number of publications and research works to her credit. She has published 15 research articles in Scopus indexed journals, Web of Science and UGC care listed journals. She has received Best faculty award in the year 2010, Best paper award in 2021 in the International Conference. She is a public speaker, author and reviewer of book journal. She spoke on issues of GST bias, how to build Iconic Career Goals.



Ms. A.N AMRIN FATHIMA, Assistant Professor holds M.phil from The Quaide Millath College for Men, University of Madras. Currently, she is an Assistant Professor and Pursuing Part- Time Ph. D in the Department of Commerce, SRM Institute of Science and Technology, Chennai. She is an academician for more than Six years of experiences. Her Research interested are focused on Marketing Management and Financial Services with a focus on emerging market trends. She has conducted several management development programs. She services as a member in Indian Academic Researchers Association, IZOR Research Foundation and a Executive Member in Commerce Division by REST Society for Research International Board of Council. She has published a book titled "Stock Market Operations" in 2021. She has published more than 15 Research Investigation including UGC Care, Scopus Indexed Journal and Web of Science. She has achieved 3rd all India Tally Commerce Aptitude Test in 2019 and have received Best Faculty Award by Puducherry Academic Researcher Association in 2020. National Young Researcher Award received by International Institute of Organized Research in 2020, National Elite Teacher Award received in 2021.

Dr. SHRUTHI. V. is an Assistant Professor from Department of Commerce, currently working in SRM Institute of Science and Technology, Chennai. She was honoured with Ph.D, Doctoral Degree in mastered in the field of marketing under specific area on FMCG Products Vels University (VISTAS), Chennai on 2022. She has more than 10 research publication in Indexed journals. She has participated and presented on number of research articles in National and International Conferences. She have attended more than 50 online and offline events like Webinar, Workshop, Seminar, E- Conference, Faculty Development Program, Professional Development Program. She is experienced in the academic field for Four years. She has conducted various entrepreneurial development and managerial skills enhancement programs for students and fraternity. She is a life time member in Indian Academic Researchers Association (IARA) and in REST Society for research International Board of Council. She is awarded for National Programme on technology enhanced learning for Consumer Behaviour.



Fundamentals of Financial Literacy

ISBN No: 978-81-965783-1-2

Fundamentals of Financial Literacy ISBN No: 978-81-965783-1-2

14



Dr. C. Sahila
Dr. P. Maheswari
A.N Amrin Fathima
Dr. V. Shruthi

REST Publisher