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Notice for the PhD Viva Voce Examination

Mr Geofry Paul, Registration Number: 2270005, PhD Scholar at the Department of Commerce, School of Commerce, Finance and Accountancy, CHRIST (Deemed to be University) will defend his PhD thesis at the public viva-voce examination on Friday, 15 May 2026 at 02.00 pm in Room No. 628, 6th Floor, R&D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

Title of the Thesis	:	**Motivations, Perceived Risks and Benefits Shaping Investment Decisions on On-Grid Solar Energy**
Discipline	:	**Commerce**
External Examiner - I	:	**Dr R Saravanan** Professor Happy Valley Business School Velandgavalam Road, Pichanur Post Kandhe Gounden Chavadi - 641105 Tamil Nadu
External Examiner - II	:	**Dr Amith Kumar Singh** Professor Department of Commerce Delhi School of Economics University of Delhi Delhi - 110007
Supervisor	:	**Dr Prakash M** Associate Professor Department of Commerce School of Commerce, Finance and Accountancy CHRIST (Deemed to be University) Bengaluru - 560029 Karnataka

The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva–voce examination.

Place: Bengaluru

Registrar (Academics)

Date: 05 May 2026

ABSTRACT

Frequent electricity price increases in India, driven by high demand and a heavy reliance on non-renewable and imported fuels such as coal and oil, pose a significant threat to household budgets and the overall economy. This dependency widens the trade deficit and increases inflationary pressures, which in turn lead to higher consumer tariffs. Addressing this energy crisis requires an urgent shift toward sustainable, self-reliant sources. While hydel and wind power face limitations due to seasonality or location-specific dependence, solar energy offers unmatched scalability and potential. This study explores the behavioural and psychological factors influencing individual investment in on-grid solar energy systems as a lasting solution to the crisis. The research integrates quantitative and qualitative findings, identifying Motivation, Perceived Benefit, and Perceived Risk as the central constructs shaping investment decisions. This multidimensional approach highlights the complex socio-psychological nature of solar adoption. Motivation is confirmed as the fundamental psychological driver, encompassing financial, environmental, technological, and social dimensions. Perceived Benefit shows strong convergence, consistently evaluated on economic returns and relief. Perceived Risk introduces major deterrents. Financial Uncertainty, specifically high initial costs and doubts about long-term profitability. This study calls for actions, awareness-raising, financial support, reduced bureaucratic processes, revisiting net-metering policy and policy-level support for existing and potential investors. Motivational and benefit-focused communication, which highlights financial returns, environmental impact, and policy stability, can attract more investors to solar energy.

Keywords: *On-grid, solar energy, investment motivation, Value Belief Norm theory, sustainable energy decision making*

Publications:

1. **G Paul**, M Prakash. (2025). The Rise of Energy Independence in Solving the Global Energy Crisis: Breaking the Chains. In Digital Innovations for Renewable Energy and Conservation, IGI Global eBooks (pp. 351-368). DOI: 10.4018/979-8-3693-6532-8.ch015
2. **Paul, Geofry**; Prakash, M. (2025). The Impact of Personal Motivation on the Adoption of Energy Independent Systems: A Comparative Case Study. Community Resilience and Climate Change Challenges: Pursuit of Sustainable Development Goals (SDGs), IGI Global eBooks (pp. 413-430). https://doi.org/10.4018/979-8-3693-6522-9.ch022
3. **G Paul**, M Prakash. (2025). Powering the Future: The Role of Solar Energy in Indian Energy Transition. Sustainable Digital Technology and Ethics in an Ever-Changing Environment, IGI Global eBooks (pp. 505-512).https://doi.org/10.1007/978-3-031-86712-5_44