



Notice for the PhD Viva Voce Examination

Ms Pallavi V, Registration Number: 2070015, PhD Scholar at the Department of Commerce, School of Commerce, Finance and Accountancy, CHRIST (Deemed to be University) will defend her PhD thesis at the public viva-voce examination on Saturday, 27 June 2026 at 10.00 am in Room No. 044, Ground Floor, R&D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

- Title of the Thesis** : **Determinants Influencing Indian Investors' Intention Towards Green Investment**
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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
Date: 13 June 2026

Registrar (Academics)

ABSTRACT

Increased greenhouse gas emissions and global warming has resulted in frequent climate changes. This phenomenon is a global challenge that needs a solution. Combating climate change is a need of the hour as it is degrading the standard of living of the people and economic development. There is huge funding gap that exist in fulfilling the finance required for fighting climate change and protecting the environment. Green finance is one of the mechanisms to raise money to fund green. The contribution by the government via budget allocation and institutional investors is insufficient and the next group of capital contributors towards green projects and initiatives are individual investors. Hence, this study was aimed at determining the factors impacting green investment intention of individual investors. The theory of planned behaviour (TP model) was adapted, by extending it with antecedents of attitude, moral norm as a new independent variable, environmental investment efficacy as mediator. Questionnaire was used to collect data from individual investors. 569 samples were analysed using structural equation model (SEM). The results portray that attitude ($r = 0.52$; $p = 0.82$) has an insignificant impact on the green investment intention of investors whereas environmental investment efficacy shows complete mediation between attitude and green investment intention of investors. Furthermore, results imply that normative factors such as subjective norm and moral norm are influential than attitudinal factors. The study also aimed at development of a framework that assist in increasing capital to green initiatives. The study provides with some practical and theoretical implications for policymakers, regulatory bodies, individual investors to enhance green investment and ensure smooth transition towards green economy.

Keywords: *Behaviour, Climate change, Green finance, Intention, Retail investor, Sustainability*

Publications:

1. **Venkatesh, P., & Anuradha, P. S.** (2025). Green Investment as a Mechanism to Combat Climate Change: Digital Natives' Perspective. *Indonesian Journal of Sustainability Accounting and Management*, 9(2), 146-157. DOI: 10.20448/ijSAM.v9i2.7941
2. **Venkatesh, P., & P S, A.** (2026). A computer-implemented system and method for enhancing green investments among retail investors through ESG compliance scoring, behavioural intent mapping, and regulatory integration. (Patent 202641018630). Controller General of Patents, Designs & Trade Marks. <https://ipindiaservices.gov.in/PublicSearch/>