TABLE OF CONTENTS

The Social Media Factor: Assesing Influencer Impact on Investment Risk Perception	
and Decision-Making	
G Sunil Choudhary, G. Yamuna	7
Understanding Investor Behavior: The Impact of Risk Perception, Financial Stress,	
and Literacy on Investment	
Pankaj Kumar, Sana Beg, Mohd Shafeeq	25
Does Market Interest Rate Impact Bank Profitability and Risk?	
Mujtaba Zia, Mucahit Kochan, Yi Liu	41
Psychological Traits in Option Trading Decisions Within the SDG Framework	
Linni Wilson, E Shirley Elizabeth	55
Exploring User Acceptance of Fintech Innovations: A Systematic Review of	
Theoretical Models and Empirical Studies	
Libina Babu, Gireesh Kumar G S	71