

RESOURCE PERSON

LIST OF RESOURCE PERSON FOR VALUE ADDED COURSES

S.No.	Name of the course	Name of resource person
1	Life Skills & Personality Development	Dr. Jyoti Kukreja
2	NCFM Financial Markets: A Beginner's Module	Dr. Deeksha Arora
3	Social Media Marketing	Dr. Ruchi Singhal

DR. JYOTI KUKREJA
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Career Summary

A communication coach par excellence, associated as an Assistant Professor with Jagannath International Management School (JIMS), Kalkaji (PGDM), New Delhi is sought after as a reviewer and an author with journals of international and national repute SCOPUS INDEXED including Emerald, Sage and IGI Global publishers. Am an invited Speaker for sessions on research insights and technical tools for development of their research acumen.

A professionally committed person with meticulous eye is a UGC- JRF & NET (2009) qualified. **A Post Graduate in Business Management with specialization in Human Resources and a Graduate in English Literature from Daulat Ram College, Delhi University with Thirteen years of rich expertise** in higher education industry published a Book and more than 50 research papers and chapters in Scopus Indexed Journals and Books. Trained more than 15000+ candidates and appreciated for excellent Research Paper Presentations at various IIMs (Kashipur, Indore, Raipur, etc.) I have worked as a Sales Manager serving clientele namely Coca-Cola, Nestle, Procter and Gamble and a lead Trainer of English & Personality Development at British School of Language (BSL). Brand Ambassador of JIMS Kalkaji for its flagship programme of PGDM and PGDM (IB) is most valued for her innovative teaching and inspirational skills and as a motivational speaker and a natural global accent.

Professional Qualification–

- **Doctorate in Management from USMS, GGSIPU**
- **UGC- JRF & NET Qualified [December, 2009]**
- **M.B.A. (Full Time) [2007-09] with specialization in Human Resources and Finance from University School of Management Studies (USMS), (Main Campus), Guru Gobind Singh Indraprastha University, Secured 72.04%**
- **Graduation: English (Hons.) (Regular) [2002-05] from Daulatram College, Delhi University**
- **Senior secondary: Third Rank in Batch- Commerce Stream from Mata Jai Kaur Public School, Ashok Vihar, New Delhi {Secured 85.6 %}**

Professional Assignments:

- *Conducting sessions on Personality Development*
- *Brochure designing*
- *Author and Reviewer with Emerald, Sage and IGI Global*
- *Training Needs Analysis of the learners*
- *Conducting Corporate Placement Training Sessions*
- *Psychological testing*
- *Content development skills*
- *Guidance on overcoming communication challenges*
- *Imparting effective verbal and non-verbal communication skills*
- *Behavioral skills training*
- *Communication Coach / Audit*
- *Enthusing customer-centric approach via listening skills*
- *Eliminating grammatical errors*
- *Analyzing and equipping leadership traits to mentees*

Work Experience -

COLLEGE/ COMPANY NAME	LOCATION	DESIGNATION	DURATION	JOB PROFILE
Jagannath International Management School (PGDM)	Kalkaji, Delhi	Assistant Professor	July 2014-Till Date	Imparting lectures on: Business Communication; Personality Development, Inter Personal Dynamics (IPD), Leadership and Team building in Organizations (LTO) for PGDM students.
Jagan Institute Of Management Studies	Rohini, Delhi	Assistant Professor	October 2010- January 2014	Imparting lectures on: Business Communication; Personality Development; Organization Behavior; Sales Management
Gitarattan International Business	Rohini, Delhi	Assistant Professor	August 2010- Septmber	Delivering lectures on management subjects

School			2010	
Softdot hi-tech Education & Training Institute	Pitampura, Delhi	Lecturer-Management	August 2009-June 2010	Imparting lectures on various management subjects
British school Of Language	Rajendra Place, Delhi	Trainer (English faculty)	May 2008-July 2008	Imparting lectures and conducting GDs and Mock Interviews

*** Competencies: Communication, Anchoring, Analytical, Leadership and Presentation skills**

- *Authored answer key for subjects: Organizational Behavior, Technical Communication, and, Personality Development and Communication Skills-I (streamlined to GGSIPU)*
- *Published and Presented several research papers in the array of functional disciplines of Management*

Organizational Skills

- Emcee for various annual events at **JIMS: Orientation; Panel Discussion, Seminar, Conferences**
- Event-in-charge for the Quarterly conducted Intra-college event '*Around the World*' 2012-2013
- Compered and **Co-ordinated** for various inter-college activities and Campus Pool Drives

Scholastic Achievements

- Won Second Prize in Paper Presentation Contest for the paper titled 'Pivotal CRM: The Ultimate Icebreaker', at ITS Ghaziabad, April 2011
- Won 'Paper Presentation Contest' in NIMS, (Netaji Institute of Management Sciences), in 2011
- Awarded prize for III position in Class XII
- Awarded for securing distinction in all the five subjects in Class X and XII

Research Inclination:

- 'Change Management' Project at Big Bazaar, Wazirpur
- 'Training & Development in Travel Agencies' - A study of travel agencies in Delhi & NCR
- Secondary research on 'What motivates talent in knowledge-driven economy'
- Exploratory research on 'Learning Practices of Youth'
- Conclusive research on 'Career-Shifts of the Working Women in Services Industry'
- Applied research on 'The dimensions of diversity and its significance for business world'
- Analytical research on 'The Effectiveness of Employer Branding'
- Causal research on 'Employee Empowerment and Employee Engagement'
- Qualitative Research on 'Turnover Intentions and Retention Strategies'

- Quasi-experimental research on ‘The pedagogy and learning and cognitive impact of trainees’

Technical Cognizance

- Well Acquainted with Computer Basics.
- Software’s known are MS Applications, Navision and SPSS

Strengths - Research oriented, meticulous, high achievement-orientation, articulation, constructive feedback, perseverance, focus

Hobbies - Reading, listening to music, and surfing business related articles on internet.

Personal Details –

- Date of Birth : July 13, 1984
- Permanent Address : DU-50, First Floor, Pitampura, Delhi-110034
- Hand-phone No. : 99116-737-83

Author Citation Index – 39 (Google Scholar)

PAPERS PUBLISHED **[TOTAL=53]**

Popular Publications by Google Scholar Citations-39

1. ‘[Internal Marketing: a prelude or an outcome of Employee Motivation?](#)’, BVIMSR Journal of Management Research, Vol. 9, No-1, Jan-April, 2017, pp. 54-59 (Google Scholar Citations-28)
2. ‘[Holacracy: The Next Generation Leadership in a VUCA World](#)’ (2019) in International Journal of Trend in Scientific Research and Development, 3, 6, pp. 37-47 (Google Scholar Citations-9)
3. ‘[Soft-computing Approach in Clinical Decision Support Systems](#)’, (2022), Deep Learning, Machine Learning and IoT in Biomedical and Health Informatics, Taylor and Francis (Google Scholar Citations-1)
4. Chapter Publication: ‘[Cartoons Cast an Eternal Impact on Personalities: Effects of Cartoons on Children](#)’ submitted to ‘Handbook of Research on Children's Consumption of Digital Media’, 2018 (Google Scholar Citations-3)
5. ‘[Millennipreneurs’: The Emerging Paradigm to Sustainable Economic Development in India](#)’ (2018) in Amity Journal of Entrepreneurship, 3, 6, pp. 35-65 (Google Scholar Citations-2)
6. ‘[Emotional Labor for Customer Satisfaction](#)’ (2013), Fortune Business Review, Journal of FIIB, 2, 2, pp. 3-8 (Google Scholar Citations-2)
7. ‘[A Study of Employee Motivation as a Tool for Implementation of Internal Marketing.](#)’ (2017), Amity Business Review, Vol. 18, No. 1, January - June, 2017, pp. 92-103 (Google Scholar Citations-1)

8. Kukreja, J. (2020). Job satisfaction: An outcome of internal marketing and employee motivation. Test Engineering and Management, 83, 9850–9855. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-> (Google Scholar Citations-3)

Recent Publications

9. **Online Book Chapter-** Sage, London, '[Digipreneurs: A Part of or Apart From Online Education?](#)' (2024) Reshaping Entrepreneurial Education Within an Industry 4.0 Context IGI Global publishers
10. **Online Book Chapter-** Sage, London, '[The Single Simplified Guide to Multiple Regression](#)' (2023), Sage Research Methods: Business, London **Ref:** Kukreja, J., (2023). The Single Simplified Guide to Multiple Regression [How-to Guide]. Sage Research Methods: Business. <https://doi.org/10.4135/9781529670363> (Google Scholar Citations-1)
11. **Chapter-9**, '[Internal Marketing and Employee Motivation Builds Psychological Ownership in Fintech Emotional Intelligence in Industry 4.0](#)' (2023) in Revolutionary Challenges and Opportunities of Fintech, Taylor and Francis
12. **Chapter-14**, '[COVID-19 Influence of Employee Motivation on Internal Marketing in the Banking Sector](#)' (2023) in HR 4.0 Practices in the Post-COVID-19 Scenario, Taylor and Francis
13. **Case Study**, '[Vicks picks on the social nerve!](#)', (2022), JIMS 8M, The Journal of Indian Management & Strategy 27 (3), pp. 61-62
14. **Authored a book:** 'The Glamour Quotient: Do you have it in You? An Effective guide to help you navigate the world with grace and poise', 2021, Sarup Publishers
15. '[Employee Empowerment through Internal Marketing leads to Employee Motivation](#)', (2020), GIS Business, (Scopus Indexed), Vol. 15, Iss. 3, pp. 1-18
16. 'Internal Marketing: A Growth fuel for Leading Organizations' published at HRM Review, IUP Publications, December, 2019
17. An Analytical Study on Wealth Management Predispositions - With Special Reference to Millennial' published at NLDIMSR Innovision, Journal of Management Research, (2018) ISSN: 2457-0893
18. 'Business Process Re-engineering in Green HRM with special reference to Indian Banks', at Amity Business Review, Vol. 19, No. 1, (Jan-June, 2018), pp.82-90
19. Abstract published: 'The Dawn of the Era of Schoolpreneurs for Building Age-Friendly Economies' presented at 'International Conference on Sustainable Management', IIM Kashipur, May 25-27, 2018
20. 'Focus: Productive Leadership in Action', Book Review, JIMS8M: The Journal of Indian Management & Strategy, Jan-March 2018, Volume 23, Issue 1, ISSN No. 0973-9335, pp. 64

21. Chapter Publication: 'Digital Buying Behavior Among Women: From Go and Get to Scroll and Click' submitted to 'Transforming India through Digitization: Issues and Challenges', December, 2017
22. 'Impactful Presentations: Best Practice Skills', Book Review, JIMS 8M, Volume 20, Issue 4 (Oct-Dec, 2015)
23. 'Evolving Trends in Marketing: Moving from Street Shopping to Screen Shopping', Anvesha, Journal of Acropolis Management Studies, (May, 2015)
24. 'A Study of intergenerational buying behavior with special reference to millennial', Synergy-Journal of ITS, Ghaziabad, (Jan-June, 2015)
25. 'The decree of Confidence= the Degree of Optimism@ Workplace', (2015), V3 Journal of Management, (ISSN 2348 – 554X), Vol 3, Issue 1, pp. 1-6
26. 'Customer Endorsement In Vogue', Vindhya Journal of International Management and Research, Jan-June 2014
27. 'Panic-Stricken Protean Careers', BVIMR Management Edge, BVIMR, Paschim Vihar, Delhi Issue: Jan-June, 2013
28. 'Cultivating Dividends of Diversity', (2013), V3 Journal of Management, (ISSN 2348 – 554X), Vol 1, Issue 1, pp. 74-85
29. 'An Empirical Study of Career Assessment Test', published in OJAS, Journal of Jaipuria Institute of Management Studies
30. 'Weed the Greed for Work-Life Balance' Gyanpratha, Accman Institute of Management, Greater Noida, ISSN 0975–0584 (Print), 0976 – 9471 (online).
31. 'Informal Learning @ Workplace' (Jan-June, 2014), Synergy- Journal of ITS, Ghaziabad
32. 'Managing Talent Motivation' (2013) Journal of IME, Ghaziabad.
33. 'Managing Sales Workforce Diversity', (2012), in International Journal of Multi-disciplinary Research Academy
34. 'Administer Happiness Quotient For Organizational Excellence' in Internationally Indexed Indian Journal of Management Science, Volume – II, Issue – 1, May, 2012 ISSN: 2231279X.
35. 'Winning Work Diversity' in MERI Journal of Management & IT, December, 2011 ISSN: 0974-2093 (Listed in Cabell directory, USA)
36. 'Excellence in Research & Education: Accentuating Knowledge: From Galore to Explore=Search to Research', Gyanpratha, Accman Institute of Management, Greater Noida, ISSN 0975–0584 (Print), 0976 – 9471 (online).
37. 'Progress in Knowledge Prowess-Looking through the Human Lens', IITM Journal of Institute of Information Technology and Management Volume 1 Issue 5, December, 2011. ISSN-0976-8629

38. 'A Conceptual Study on How Psychometric Instruments are Helpful to HRM in Talent Acquisition' in (TJMITM) in Trinity Institute of Professional Studies, affiliated to GGSIPU
39. 'Green HR: Towards Greener Business Belt' at NIMS (Netaji Institute of Management Sciences), Delhi
40. 'Employer Branding: A Route to Acquire & Retain Manpower' in an International Journal of Business & Technology Research, Vol.4, No.1, July 2011, ISSN: 1941-9406

CONFERENCES & SEMINARS

41. Abstract published: 'Bricks versus Clicks: Changing Landscapes of Digital Entrepreneurship', JMC International Conference, January 18-19, 2022
42. Abstract published: 'Tween Digipreneurs: Next Generation Drivers of Digital Economies' presented at 'International Conference on Digital Economy', IIM Raipur, February 8-9, 2019
43. Abstract published: 'Internal Marketing and Employee Empowerment leads to Employee Motivation', presented at IMS Ghaziabad – International Conference on Business Transformation through Sustainability, Entrepreneurship and Digitalization-2019 ISBN : 978-93-88996-19-8
44. Abstract Published: 'Schoolpreneurs: An accelerator to fast-paced economy', Conference: "International Conference On Indian Economic Transformation Through Revival of Manufacturing Sector And Start-Up Ecosystem" Ramanujan, September, 2017
45. Abstract published in Emerald: 'Emerging trends in Children's Consumption of Digital Media: An Analytical View' presented at 2019 IIM Indore-NASMEI Summer Marketing- IS Conference, July 26-28, 2019
46. 'Towards Inclusiveness at the Workplace for the Differently Abled: Issues and Challenges', HR Conference on "Creating An Inclusive and Accessible Workplace - HR Initiatives", February 21, 2014
47. 'A Case Study on Knowledge Management System in the execution of Projects'- Conference Proceedings: HR Challenges in Changing Global Scenario, Seminar, ISBN: 978-81-90699-9-8, Apeejay School of Management, Dwarka, 2013
48. 'A part of or Apart from the Organization: Employee Engagement—A Route to Organizational Transformation' National Conference October 19, 2012 on Innovative Strategies for Transforming Organization' at USMS, GGSIPU, Dwarka, Delhi
49. 'Global Investments in Sunrise Sector Dividends', (2012), National Seminar, Bharati Vidyapeeth Deemed University Yashwantrao Mohite College, Pune
50. 'Employee Empowerment precedes Robust Retail Chain' in National Conference, Retail Excellence-2011, JIMS, Rohini, Delhi

51. 'Innovative Practices in Management', Innovate-Lead-Succeed: Percepts & Practices, (2011), Desh Bhagat Institute of Management & Computer Sciences. ISBN: 978-81-910125-4-5
52. 'Shades and Shapes of Independence of Ideas: Evolving from Emulate to Innovate', (2011), at Amity University, Gurgaon, Haryana ISBN: 93-81361-02-9
53. 'Pivotal CRM: The Ultimate Icebreaker' (2011), at I.T.S, Ghaziabad ISBN: 023032275-1
54. 'Common Health=Common Wealth', (2011), at Shivaji College, Delhi University, ISBN 93-80697-67-8
55. Abstract Published: 'Green HR: Transition from Greed to Green' at B.V.I.M.R., Delhi (2010)

PAPERS PRESENTED

[TOTAL=23]

1. JIMS Rohini, International Conference, December 18, 2021, 'Bricks versus Clicks: Changing Landscapes of Digital Entrepreneurship'
2. IIM Rohtak 7th PAN-IIM-World Management Conference on 'Public Policy and Management: Emerging Issues', December 12-14, 2019
3. 'National HR Conference on Business Excellence through Enhanced Human Capital: The Changing Face of People Practices', Lal Bahadur Shastri Institute of Management, New Delhi, 30th November 2019
4. 'International Conference on Business Transformation through Sustainability, Entrepreneurship and Digitalization-2019' at IMS Ghaziabad, November 9, 2019.
5. 'Emerging trends in Children's Consumption of Digital Media: An Analytical View' presented at 2019 IIM Indore-NASMEI Summer Marketing- IS Conference, July 26-28, 2019.
6. 'Tween Digipreneurs: Next Generation Drivers of Digital Economies' presented at 'International Conference on Digital Economy', IIM Raipur, February 8-9, 2019
7. 'The Dawn of the Era of Schoolpreneurs for Building Age-Friendly Economies' presented at 'International Conference on Sustainable Management', IIM Kashipur, May 25-27, 2018
8. 'Digital Buying Behavior Among Women: From Go and Get to Scroll and Click' at the National Marketing Conference at FIIB (Fortune Institute of International Business), September 9, 2017
9. 'Evolving Trends in Marketing: Moving from Street Shopping to Screen Shopping', Marketing Conference, USMS, GGSIPU, Dwarka, March-2015
10. 'Towards Inclusiveness at the Workplace for the Differently Abled: Issues and Challenges', HR Conference on "Creating An Inclusive and Accessible Workplace - HR Initiatives", February 21, 2014
11. 'A Case Study on Knowledge Management System in the execution of Projects'- Conference Proceedings: HR Challenges in Changing Global Scenario, Seminar, Apeejay School of Management, Dwarka

12. 'A part of or Apart from the Organization: Employee Engagement—A Route to Organizational Transformation' National Conference October 19, 2012 on Innovative Strategies for Transforming Organization' at USMS, GGSIPU, Dwarka, Delhi.
13. 'Global Investments in Sunrise Sector Dividends', National Seminar, Bharati Vidyapeeth Deemed University Yashwantrao Mohite College, Pune.
14. 'Employee Empowerment precedes Robust Retail Chain' in National Conference, Retail Excellence, JIMS, Rohini.
15. 'Employer Branding: A Route to Acquire & Retain Manpower' at CHIMC, Indore
16. 'Innovative Practices in Management' at Desh Bhagat Institute of Management & Computer Sciences
17. 'Shades and Shapes of Independence of Ideas: Evolving from Emulate to Innovate' at Amity University, Gurgaon, Haryana
18. Won Second Prize at I.T.S, Ghaziabad on 15th April 2011 for Paper Presentation of 'Pivotal CRM: The Ultimate Icebreaker'
19. 'Green HR: Towards Greener Business Belt' at International conference in NIMS on 30th March 2011
20. 'Common Health=Common Wealth', at Shivaji College, Delhi University on 25th February 2011
21. 'Green HR: Transition from Greed to Green' at B.V.I.M.R., Delhi on 19th February 2011
22. 'Winning Work Diversity' at International Conference (MSIT) affiliated to GGSIPU
23. 'Psychometric Instruments are helpful to HRM' (I.T.S. Ghaziabad) on 1st November 2011

Faculty Development Programmes
[TOTAL=8]

1. Attended FDP on Research Methodology at Jagannath International Management School, Kalkaji, May 14-26, 2018
2. Attended FDP on Team Building Skills by Ms. Kavita Singh at Jagannath International Management School, Kalkaji, September-2014
3. Attended Workshop on Research Methodology by Professor Dhangri on June 27, 2013
4. Won Second Prize at 'Business Simulation Exercise' organized by AIMA on 2nd & 3rd May 2011 at Sector-5, JIMS, Rohini
5. FDP on 'Interactive Teaching Practices in Present Scenario' held on 21st April 2011 at Sector-5, JIMS
6. Attended 'BEC' Training at BVIMR, Delhi on 29th & 30th November 2010
7. 'Recent Advances in Research Methods & Data Analytical Tools held on 18th & 19th October 2010 at Mangalmay Institute of Management Studies.
8. 'Effective Communication' at Gitarattan International Business School held on 2nd September 2010

Signature: Jyoti Kukreja

Dr Deeksha Arora

Female, married

Mobile Number: 91-9999979731

Email Id: deeksha.arora18@gmail.com

Address: Sarita Vihar, New Delhi

EDUCATION

COURSE	YEAR	COLLEGE / UNIVERSITY	PERCENTAGE
Ph.D.	Awarded (2022)	University School of Management Studies (USMS), Guru Gobind Singh Indraprastha University (GGSIPU)	79.2 % (Course work)
M.Com	2012-2014	Department of Commerce, Delhi School of Economics University of Delhi	81.56 %
B.Com (Honours)	2009-2012	Shri Ram College of Commerce (SRCC) University of Delhi	80.17 %
ISC (XII)	2009	Holy Child School, Ghaziabad	95.25%
ICSE (X)	2007	Holy Child School, Ghaziabad	92.4%

ACADEMIC ACHIEVEMENTS AND AWARDS

- University Topper (**First Rank**) in PhD Course work Examination.
- Qualified **UGC- NET (JRF)** held on 30th June, 2013. Result declared on 21st October 2013.
- Pursuing '**O Level**' course from National Institute of Electronics and Information Technology (**NIELIT**), formerly known as DOEACC. Successfully cleared three theory exams and one practical exam.
- Secured **8th Rank** in M.Com, DU Entrance Exam.
- Awarded Prize for securing 95.25% in ISCE (XII) Board Exams, 2008-09
- Awarded for securing **100% marks in Mathematics ISCE (XII) Board Exams**, 2008-09.
- Awarded Prize for securing 92.4% in ICSE(X) Board Exams, 2006-07.

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EMPLOYMENT HISTORY

NAME OF EMPLOYER	POSITION & JOB DESCRIPTION	YEARS WORKED	
		From	To
Jagannath International Management School (JIMS), Kalkaji, New Delhi affiliated to GGSIPU	Assistant Professor – Full Time	September, 2023	Present
Online Teaching Experience during Covid-19	Faculty of Economics and Financial Management	August, 2021	Present
A) Vedantu Innovations Pvt Ltd		April, 2023	Present
B) Talentedge-Upgrad			

University School of Management Studies (USMS), Guru Gobind Singh Indraprastha University (GGSIPU)	PhD Research Scholar- Full Time (UGC JRF/SRF) Title- <u>EFFECTIVENESS OF ASSET PRICING MODELS WITH TIME VARYING BETA: AN INDIAN EVIDENCE</u>	September, 2015	March, 2022
Institute of Management Technology (IMT), Ghaziabad	Research Associate (Visiting) Service Excellence Index Project with Prof. A Parsuraman	September, 2017	May, 2018
Institute of Management Technology (IMT), Ghaziabad	Academic / Research Associate Assistance to faculty in research and academic activities. In addition to this, a member of the AACSB accreditation task force and assistance to the college in the accreditation process.	December, 2014	September, 2015
AKG Engineering College, Ghaziabad affiliated to AKTU	Assistant Professor (Managerial Economics) Teaching, Training, Evaluation, Participated in NBA Accreditation Process to represent the college.	July, 2014	November, 2014
CA Coaching Institute	Faculty of Economics and Statistics for CA CPT and CS foundation courses	July, 2012	June, 2015

RESEARCH PUBLICATIONS

Book

- **Title:** Empirical Evidence on Asset Pricing and Time-Varying Beta
- **Serials Publications (P) Ltd.** (Available on amazon)
- January, 2022
- Authors: Dr Deeksha and Dr Divya

Research Papers

S.No.	TITLE OF PUBLICATION	NAME OF THE JOURNAL	PAGE NUMBER	MONTH AND YEAR OF PUBLICATION	FIRST /CO-AUTHORS
1	FII's and Volatility: An Indian Evidence	Global Journal of Finance and Management ISSN 0975-6477 Peer reviewed journal	15-22	Volume 15, Number 1, June (2023),	Co-author
2	Citation based Review of Related Literature on Asset Pricing Models and Time-Varying Beta	Journal of Advanced Research in Dynamical and Control Systems ISSN 1943023X Scopus Indexed	1640-1650	April, 2019 Volume 11, 05-Special Issue	Co-author

3	Asset Pricing Models : A Study of CNX Nifty 500 Index Companies	Indian Journal of Finance, New Delhi ISSN 0973-8711 Scopus Indexed ABDC 'C' Category UGC approved Journal No- 20774	21-35	April, 2019 Volume 13 Issue 4	First
4	CAPM: An Empirical Approach	Review of Research, Karnataka ISSN 2249-894X UGC approved Journal No- 48514 Impact factor: 1.59	1-8	Volume VI Issue IX June 2017	First and single author
5	Fama French Three Factor Model: Theoretical Approach	International Journal of Multidisciplinary Research Review ISSN –2395-1885 Peer reviewed monthly	85-90	Vol.1, Issue - 27, May-2017	First and single author
6	Testing Of Fama And French Three Factor Model In Indian Stock Market	International Journal of Management and Social Science Research Review, ISSN - 2349-6746 Peer reviewed monthly journal	113-123	Vol-1, Issue – 35, May -2017	First and single author
7	Time Varying Beta: Review of Related Literature	Global Academic Research Journal ISSN 2347-3592 Refereed Impact Factor : 0.526	121-131	Volume IV Issue VIII October-December 2016	First and single author
8	Long term relationship between sectoral growth in Indian economy: A study with stock market perspective	Global Academic Research Journal ISSN 2347-3592 Refereed Impact Factor : 0.526	68-79	Volume IV Issue VII August-September 2016	First
9	Impact of Corporate Governance Factors on Financial Performance of the Companies: Organizational Development Perspective	National Conference on Changing Organizations through Strategic, Technological, Structural and Behavioural Interventions (Under UGC SAP DRS I) Organized by University School of Management Studies (USMS) ,Guru Gobind Singh Indraprastha University (GGSIPU) ISBN 978-93-85936-15-9	213-223	March 11, 2016	Co Author
10	Self Esteem: A Study of Boys versus Girls	The International Journal Of Business & Management ISSN 2321- 8916	208-213	Volume III May, 2015	First Author

11	Shareholder Value Analysis: A Review	International Journal of Science and Research ISSN 2319-7064 RG Impact Factor : 0.28 SJ Impact Factor: 7.42	2129-2132	Volume IV, Issue 5, May 2015	Co Author
12	Transformation of Indian Capital Market- Role of National Stock Exchange	The International Journal of Business and Management ISSN 2321- 8916 Impact Factor: 1.223 (IIFS)	146-149	Volume III, Issue II, February, 2015	First Author

CONFERENCES ATTENDED

S.No.	PAPER TITLE	PROGRAM TITLE	ORGANIZATION/ INSTITUTION	DATE/S
1	Applicability of Capital Asset Pricing Model (CAPM) in India	10 th National Conference on Contemporary Management Research, Current Trends & Future Perspectives (NACCMAR-2019)	Apeejay School of Management Dwarka, New Delhi	March 1, 2019
2	Applicability of Fama French Three Factor Model in India : Pre and Post Crisis Analysis	First PAN IIT International Management Conclave-2018	Department of Management Studies IIT Roorkee	Nov 30-Dec, 2, 2018
3	Asset Pricing Models: A Study of CNX Nifty 500 Index Companies	Third International Conference on Facets of Business Excellence	Institute of Management Technology (IMT), Ghaziabad	November 22-26, 2018
4	Fama French Three Factor Model: A Study of Nifty Fifty Companies	International Conference on Strategies in Volatile and Uncertain Environment for Emerging Markets	Department of Management Studies IIT Delhi	July 14-15, 2017
5	Testing of Fama and French Three Factor Model in Indian Stock Market: A Study of Bombay Stock Exchange	International Conference on Financial Markets and Corporate Finance, 2017, VGSOM, IIT Kharagpur	VGSOM, IIT Kharagpur	July 7-8, 2017
6	Impact of Corporate Governance Factors on Financial Performance of the Companies: Organizational Development Perspective	National Conference on Changing Organizations through Strategic, Technological, Structural and Behavioural Interventions (Under UGC SAP DRS I)	University School of Management Studies (USMS), Guru Gobind Singh Indraprastha University (GGSIPU)	March 11, 2016

FDPs / CONVENTIONS/ WORKSHOPS ATTENDED

S.No.	PROGRAM TITLE	TYPE	ORGANIZATION/ INSTITUTION	DATE/S
1.	Innovative Teaching & Research Pedagogies	FDP	JIMS, Kalkaji	January 15-19, 2024
2.	Case Writing Workshop	FDP	IMS Noida	February 25, 2023
3.	Applied Financial Econometrics using E-VIEWS	MDP Online	Delhi Institute of Advanced Studies (DIAS) affiliated	May 20-22, 2020
4.	Managing Online Classes and Co-creating MOOCs	FDP Online	Teaching Learning Centre Ramanujan College, DU Sponsored by Ministry of Human Resource Development Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching	April 20-May 06, 2020
5.	Financial Modelling Using Advance Excel	FDP	Delhi Institute of Advanced Studies (DIAS) , affiliated to GGSIPU	November 12-17, 2018
6.	Panel Data Analysis	FDP	Rukmini Devi Institute of Advanced Studies (RDIAS) , affiliated to GGSIP University	July 16-18, 2018
7.	Workshop on Research Methodology and DataAnalytics	FDP	University School of Management Studies (USMS) , Guru Gobind Singh	December 16-29, 2016
8.	Programming on Excel	FDP	Department of Financial Studies, South Campus, University of Delhi	June 20, 2016
9.	Workshop on Data Analytics	FDP	University School of Management Studies (USMS) , Guru Gobind Singh Indraprastha University (GGSIPU)	May 23-28, 2016
10.	Time Series Analysis	FDP	Aryabhatta College, South Campus, University of Delhi	April 28-30, 2016
11.	Tally ERP	FDP	University School of Management Studies (USMS) , Guru Gobind Singh	April 22, 2016

12.	Lean Six Sigma Yellow Belt	Workshop	Ministry of Micro, Small and Medium Enterprises (MSME), Technology Development Centre, Agra Government of India Organisation	March 21, 2015
13.	Conducting Qualitative Research & Navigating the Publishing Process	FDP	Institute of Management Technology (IMT), Ghaziabad	March 02-04, 2015
14.	Leveraging Business : Discovering New Horizon (Chief Guest - Dr A P J Abdul Kalam)	Convention	Department of Commerce, Delhi School of Economics.	April 12, 2014
15.	Emerging Issues in Corporate Governance	Convention	Department of Commerce, Delhi School of Economics.	April 3, 2013
16.	Paradigm Shift from Accounting Standards to International Financial Reporting Standards	Seminar	SRCC with Northern India Regional Council, ICAI	Nov 28, 2010
17.	Media and Management	Knowledge Event	Symbiosis Institute of Media and Communication	Nov 22, 2008

INTERNSHIP/S

➤ Summer Intern,

Reliance Capital Asset Management Ltd, New Delhi. June 2010 – July 2010

- Marketing of Mutual Fund on behalf of Distributor.
- Achieved 100% target assigned by the Trainer.
- Learned norms for KYC (Know your Customer).

➤ Summer Intern,

Canara Robeco Asset Management Co. Ltd, New Delhi. May 2010 – June 2010

- Successfully completed the **Project Report** based on Mutual Fund Industry.

Won laurels for hard work, diligence and sincerity during the **Internships**

ACADEMIC PROJECTS

- Participated in **TSI (Total Solutions Incorporated) and TRAIN Foundation**, EEE II Certification Program from Nov 2009 to Jan 2010. And successfully completed the project based on Itz Cash Card (The Power of money). Also conducted a survey and research work related to the marketing of the Itz Cash Card and won laurels for the same.

POSITIONS OF RESPONSIBILITY AND EXTRA-CURRICULAR ACTIVITIES

- **Placement Coordinator of EYES-“The Eye before I”, SRCC 2010- 2011.**

EYES is a society which works with the NGOs like Nazz Foundation and SFCD (Society for Children Development) for the development of the society.

- **President of EYES** -“The Eye before I”, **SRCC**, 2011-2012.
- Active Member of **Pragati ,The Sustainable Development Society** of **SRCC** for the Academic Year 2009-10
- Active Member of **NSS** , Discussion Group (2009-10) and Environment Group (2010-11)

PERSONAL INFORMATION

- **Father’s Name-** Mr. Ashok Kumar Arora
- **Date of Birth-** 19 October 1991
- **Nationality-** Indian
- **Marital Status-** Married
- **Languages Known-** English and Hindi
- **Phone Number-** 91-9999979731
- **Email Id-** deeksha.arora18@gmail.com

REFERENCES

1. **Dr Divya Verma**, Assistant Professor, USMS, GGSIP University, divya.ipu@gmail.com
2. **Dr Aruna Jha**, Associate Professor, SRCC, Delhi University, aruna.jha@srcc.du.ac.in

Dr. Ruchi Singhal

H. No. 929, Sector – 19, Faridabad.

Contact no- 9810236048

Mail-id: ruchi.singhal75@gmail.com

CARRER OBJECTIVE

Aiming to achieve a challenging position where I can make a significant contribution to the organization using skills I have developed through my qualification & experience to give my best to the organization in the form of my dedication.

PROFILE SNAPSHOT

With 20+ years of teaching experience and 3.5 years in Software industry, currently I'm working in JIMS under IPU, New Delhi since January 2011. I have 1.5 years of experience in VIPS FBD and 8 years of experience in Aggarwal P.G. College Ballabgarh where worked as Vice Head in Computer Department. I had worked for 3.5 yrs in IIS Pvt. Ltd Worked as a S/W Engg.

Educational Qualification:

- Awarded Ph.D. from Singhania University, Rajasthan in the topic
“THE ARCHITECTURE FOR INTELILLIGENT SYSTEM THAT MIMIC THE THINKING AND BEHAVIOUR OF RATIONAL HUMANS IN ARTIFICIAL INTELLIGENCES” Under Guidance of Dr. ILA Kumar (Associate professor in Gautama Buddha University, Noida).
- Recognized as Ph.D. Supervisor in Pacific University, PAHER, Rajasthan.
- Passed M.C.A. (Master of Computer science & application) in July 1998 From M.D.U. Rohtak with Distn. Securing 78%.
- Passed B.Sc. (Gen.) in July 1995, from G.G.D.S.D. College Palwal under M.D.U. Rohtak securing 67%.

Academic Responsibilities:

- Coordinated with IQAC Coordinator for NAAC'22. Did full work on parameter '4' for NAAC in details and supported for all other parameters to other faculties for arranging all supporting documents. Supporting documents were cross checked for all NAAC parameters with the Management and

recovered all discrepancies. Working as a leader role for NAAC documents compilation.

- Assigned the duties to have involvement of students in activities related with Environmental Development, Women Rights, Child Labor, NSS & Rotoract Club activities.
- Professional Membership in IAENG Society, Hongkong; IRED; Institute for Engg, Research and Publication.
- Joined a number of Mooc courses and had the expertise in clearing those mooc courses with availability of certificates for Advanced Excel.
- Coordinated the Major Research Project, Minor Research Projects and Summer Internship Projects as leading coordinator.
- Conducted the management fest Rayonner'22 as Leading Coordinator for Inter Jims Competition for a number of activities of all societies and clubs.
- Coordinated Cultural, Timetable and Admissions Committee

Teaching Experience:

- Working as Associate Professor in I.T. in JIMS under IPU, New Delhi
- Worked as a Senior Lecturer in V.I.P.S., sector – 16 Faridabad as I.T. coordinator
- Taking the classes of B.C.A. , B.B.A. under I.P. University New Delhi,
- Have taken classes of M.Sc. (comp.), B.C.A., B.B.A., B.Sc. (Comp.), B.Com. (Comp), M.B.A. under M.D. University Rohtak.

Computer Proficiency:

Basics of Computer: Ms-Dos, Ms-Office, Windows and Internet

Languages Known: SQL, HTML, PL/SQL, HTML, C, C++, COBOL, Pascal, Fortran.

RDBMS : Oracle (D2k), MS-Access.

Research Publication:

- Published in ABDC B Category Journal as the First Author for a research paper with the title " BANKING DIGITALISATION: AN ANALYSIS OF LITERATURE USING BIBLIOMETRIC ANALYSIS" in Academy of Marketing Studies Journal with the details Volume 28, Issue 2, 2024 in October 2023. The web link for the same is:
<https://www.abacademies.org/articles/banking-digitalisation-an-analysis-of-literature-using-bibliometric-analysis.pdf>
- Published for copyright for the title "Firm performance using Corporate Governance (CG)" which has validation for 60 years with website: <https://copyright.gov.in/>.
- Published a Scopus research paper for the title "An empirical study of marketing and strategy problems in social media and digital marketing" in Journal of Positive School Psychology (journalppw.com) with the details Vol. 6, No. 6, 7175-7189 in July 2022. The web link for the same is:
<https://journalppw.com/index.php/jpsp/article/view/8771>
- Achievement for **Patent** on '**AN IOT BASED COMPUTER SYSTEM FOR EFFICIENT HEALTHCARE DATA MANAGEMENT**' has been published in December 2021.
- Published a Scopus research paper for the title "Development Neural Network Models on Prediction of Human Purpose" in International Journal of Design Engineering Toronto Vol. 2021, Issue 07, in July 2021. The web link for the same is :
<http://www.thedesignengineering.com/index.php/DE/article/view/2857>
- Published a scopus research paper for the title "Deny All – A Matter of Trust in Network Security" in International Journal of Design Engineering Toronto Vol. 2021, Issue 07, in July 2021. The web link for the same is :
<http://www.thedesignengineering.com/index.php/DE/article/view/2962>

- Published a scopus research paper for the title “SPAM: Electronic Advertisement Tool in Information Sector” in International Journal of Turkish Online Journal of Qualitative Inquiry Vol. 12 No. 6 (2021) in July 2021. The web link for the same is: <https://www.tojqi.net/index.php/journal/article/view/3435>
- Published and presented a scopus research paper for the title “Relationship of Information Technology with Management In Unified Communication – Importance Towards E-commerce & Digital Marketing” in International Journal of Advanced Science and Technology Vol. 29, No. 5s, (2020), pp. 254-259 in February 2020.
- Presented a research paper in an International Conference - ICGTMGE 2017 for the title "E-Governance An impact on Technology" on 15/04/2017.
- Presented a research paper in an National Conference on Information Technology and Innovation Ecosystems (NCITIE-2020) for the title “Digital Marketing - Alternative Way to come up with Information Technology in Today’s Society” held on 23 May 2020.
- Presented a research paper in International Conference On Innovative Research in Management of Accounting, Banking, Economics, Marketing, Tourism, Business, Human Resource, Law and Governance (IC-2018)s to be held at Jawaharlal Nehru University, New Delhi, on 26th May, 2017 for the title " Relevance of Ethics with Corporate Social Responsibility in Global Business Environment" on 26/05/2018
- Attended an FDP in SGTBIM & IT on “Recent Trends in Skill Development: Entrepreneurship & Digital Marketing” from May 08, 2017 to May 15, 2017.
- Online publication in International Journal titled “THE REVIEW – IMPACT OF INFORMATION TECHNOLOGY IN IMPARTING TRAINING PROGRAMS” in International Journal of Management and Social Sciences Research with Peer Reviewed with (ISSN: 2319-4421) with IF- 5.462 in July 2017.
- Presented a research paper in World Congress On Interdisciplinary Innovative Research In Education, Law, Governance, Gender Studies, Humanities and Various Management Practices to be held at Jawaharlal Nehru University, New Delhi, on 10th June, 2017 for the title " Status of Women Entrepreneurs in India--
-----A Study of Challenges Faced & Future Prospects" on 10/06/2017
- Presented a research paper in an International Conference - ICGTMGE 2017 for the title "E-Governance An impact on Technology" on 15/04/2017

- Online publication in International Journal titled “10 Smart ways to increase Business by doing Digital Marketing” in GE-IJMR with Peer Reviewed (ISSN: 2321-1709) with IF- 4.88 in May 2016
- Online publication in International Journal titled “Unified Communications-Importance towards Growing Modern Business” in IJMSSR with Peer Reviewed Volume5, Issue 6, June 2016 (ISSN : 2319-4421) with IF – 4.267 in June 2016.
- Online publication in International Journal titled “Enterprise Resource Planning (ERP): Role in an Educational Institute” in International Journal of Management & Social Science Research Volume 4 Issue 6, June 2015(IJMSSR- ISSN-2319-4421) in July 2015.
- Online publication in International Journal titled “Need of Accounting Information System in Present Market Scenario” in *International Journal of Management & Social Science Research* (IJMSSR- ISSN-2319-4421) in **June 2014**
- Published two papers titled “ **Development of E- commerce in developing countries**” and “**Management Issues in MNCs**” in *International Journal of Management & Behavioral Science* (IJMBS- ISSN-2278-5671) in **June 2013**
- Published a paper titled “**Application Domain and Security Schemes for Cluster based Wireless Sensor Networks**” in *International Journal of IT, Engineering and applied Sciences Research (IJIEASR)* ISSN: 2319-4413 Volume 2, No. 6, **June 2013**
- Published a paper titled “ **Freight operations information system (FOIS)- an advanced architecture & it’s Future**’ in *International Journal of Latest Research in Science and Technology* ISSN (Online):2278-5299 Volume 2,Issue 2, **March - April (2013)**
- Published Book On the subject of ‘MIS’ for B.C.A. students under MDU in the session January-2009.

Achievements:

- Honored as co-chair in FICTML, A National Conference on Future Innovations in Computing Technologies & Machine Learning, in MDU Rohtak on November 21, 2017.
- Received Best Employee Award in JIMS for the month of November 2015.
- An article got published on the following link mentioned below:
<http://blog.jimsdelhi.in/>
- An article got published on articlebase the link for which is mentioned below:

<http://www.articlesbase.com/college-and-university-articles/use-of-mobiles-in-management-colleges-7264039.html>
- Received Technical Excellence Award for the Year 1998-99 in IIS Pvt. Ltd.
- Students of B.C.A., M.sc. (comp. Sc.) Have got university positions at 1st, 2nd and 3rd rank for so many times.

Extra Curricular activities:

- Head Coordinator of Admission Committee in JIMS.
- Head Coordinator of Cultural Committee in JIMS.
- Convenor of Timetable in VIPS, Fbd.
- An active member of IIS Entertainment club
- An Active member of Women cell Committee in Aggarwal College.
- An active member of timetable committee in Aggarwal College.
- Attended seminars, FDP and conferences related to Management and Information Technology

Other Information:

Strengths: Optimistic & Hard working.

Marital Status: Married

DOB: 27-12-1975.

Place: Faridabad