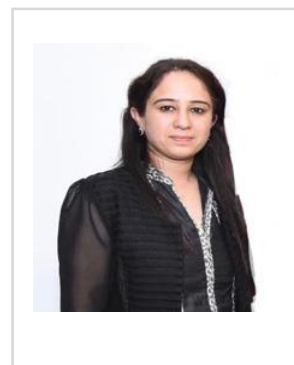


Name : Dr Ruchi Arora  
Designation : Assistant Professor  
Institution : Bimtech  
  
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### **BIOSKETCH:**

Dr Ruchi Arora, Ph.D. in Finance, M.Com graduate, and UGC NET qualified. She is a certified trainer in Financial Planning and Microsoft Excel. Her core competency lies in the area of Security Analysis & Portfolio Management, Corporate Finance, Equity Derivatives, Investment & Wealth Management, Financial Modelling and Behavioural Finance.

She is having rich experience in the education sector for the last 17 years in teaching and mentoring CFP aspirant professionals. She has cleared various professional examinations of NISM, NCFM, and AFP. Her passion for research & teaching has added many training assignments in various institutes like SRCC, AJNIFM, IMT-Ghaziabad, ICFP, BSE, IBI, Invertis University, New Delhi Institute of Management, Jaipuria College of Management, and Amity Business School.

In her previous assignment, she was working as adjunct faculty with New Delhi Institute of Management. She is a consultant with Corporate Partners and advises on financial planning. She is also associated with an Ed tech platform Finance Gurukul and provides consultancy services to them. Her objective is to add value by enhancing the skills and knowledge of students and professionals. She has worked on many research papers and contributed through her research work "Psychological Biases and Investment decision making". Her belief is that helping others is helping oneself and it brings peace and happiness. Her mantra for service is "Small things make Big difference".

### **EDUCATION: (TOP 3/4)**

#### **Degree with full title, institution, title if thesis, year.**

- PhD (Finance), Awarded in 2018, Amity University
- Topic: Behavioural Biases and Investment Decision Making

#### **Degree with full title, institution, year.**

- Masters in Commerce, Delhi University, 2012

#### **Degree with full title, institution, year.**

- Bachelors in Commerce, (H) Delhi University, 1999

## **AREA OF INTEREST AND RESEARCH**

### **Area of interest -Finance Courses**

- Security Analysis and Portfolio Management
- Derivatives
- Fixed Income Securities
- Corporate Finance
- Financial Planning & Wealth Management
- Behavioural Finance
- Financial Modeling

### **Research Areas:**

- Stock market
- Derivatives market
- Mutual Funds
- Behavioural Finance

## **TEACHING COURSES AND NEW COURSES DEVELOPED**

- Security Analysis and Portfolio Management
- Derivatives
- Fixed Income Securities
- Corporate Finance
- Financial Planning & Wealth Management
- Behavioural Finance

## **EXPERIENCE:**

- Adjunct Faculty with New Delhi Institute of Management for teaching courses (Security Analysis and Portfolio Management, Financial Management, Fixed Income Securities, Financial Risk Management)
- Visiting faculty at Shree Ram College of Commerce (SRCC) for teaching Derivatives
- Empaneled as visiting faculty with IMT, Ghaziabad, Centre for distance learning for teaching courses. (Security Analysis and Portfolio Management, Financial Management, Financial Risk Management).
- Visiting Faculty with International College of Financial Planning, Bajaj Capital Group, for professional programs "Certified Financial Planner" teaching courses like Investment Planning, Retirement Planning, Security Analysis & Portfolio Management since 2012.
- Visiting Faculty with Bombay Stock Exchange Institute for subjects like Portfolio Management, Bond Markets, Financial Modeling, Risk analysis, etc from 2015

- Guest Faculty with Delhi University (Sukhdev College of Commerce, Ambedkar College, Deen Dayal Upadhyay college) teaching subjects of B. Com. (Business org & Management, Security Analysis & Portfolio Mgt, etc.) in the year 2017
- Corporate Experience with IndiaCan Education Pvt Lt (Educomp) and MSL learning Pvt Ltd as Academic Manager.

### **ACADEMIC POSITIONS AND ASSIGNMENTS**

- Adjunct Faculty with **New Delhi Institute of Management** for teaching courses (Security Analysis and Portfolio Management, Financial Management, Fixed Income Securities, Financial Risk Management)
- Asistant Professor with **New Delhi Institute of Management**
- Assistant professor with **Amity Business School, Amity University**
- Academic Head and Faculty with **New era institute of professional studies**
- Academic Head and Faculty in **International College of Financial Planning**

### **PROFESSIONAL ASSOCIATION AND BOARD PARTICIPATION**

- Consultant with Corporate Partners and advising clients on financial planning
- Consultant with Ed Tech platform "Finance Rishikul"
- Board member in Federation of Professor trainers

### **RESEARCH PAPERS AND WORKING PAPERS**

- *Paper accepted "Financial Market Efficiency Index" in International Journal of Financial Engineering, Vol. 7, No. 2 (2020) ISSN Number: 2424-7863 (ABDC Category "C")*
- Paper Published, "A Study on Performance of Mutual Funds in India, International Journal of Financial Engineering, Vol. 7, No. 2 (2020) ISSN Number: 2424-7863 (ABDC Category "C")
- Paper Published, Studying the Behavioural aspects of Senior Citizens related to Reverse Mortgage Scheme in India, International Journal of Applied Business and Economic Research, Serial journals (*Scopus Indexed*)
- Paper Published, Behavioural Explanation to Financial Crisis, Review of Professional Management, Volume 14, Issue 1, *UGC Listed*

### **RESEARCH IN PROGRESS**

- Working on the probability of distress with the NSE listed companies

## **BOOKS, CHAPTERS AND TECHNICAL REPORTS**

- Currently working on book on “Financial Modeling”
- Chapters contributed for **IMT, Ghaziabad** Learning Study Material on Financial Markets and Services
- Chapters contributed for **IMT, Ghaziabad** Learning study material of Financial Management in the year 2021
- Book published **Mehra, R, Arora, R, “No Accounts to Know Accounts”**, Amazon Kindle Publishing, 2020
- Content writer for **E-Pathshala, UGC** project in the year 2017

## **CONFERENCE, SEMINAR PAPER AND PRESENTATIONS**

- Paper presented on “Herding and Overconfidence in Sustainable Financial Markets” in March,2021 at IIM-Ahmedabad
- Paper presentation on “Behavioural Biases and Impact on Union Budget 2017” in International Conference at Satyawati Collge, Delhi University.
- Paper presentation on “Testing Portfolio Sharpe Index Optimisation model using National Stock Exchange Stocks”, at Amity Business School
- Participated in paper presentation, “Psychological Biases and Investment Decision making in “Doctoral Conclave- 2018” of New Delhi Institute of Management
- Conducted Financial Planning workshops at various corporates like ONGC, Kotak, Karvy Wealth, etc.

## **MDP SESSIONS, WORKSHOPS AND TECHNICAL LECTURES**

- Conducted various Financial planning workshops for CFP aspirants
- Conducted MDP on Mutual funds
- Conducted MDP on Financial Planning Wellness for ONGC employees

## **SOCIAL ENGAGEMENT**

- Associated with “India helps India” NGO as the helping hand