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| **Name of the Faculty**: Ruchika Bal | |
|  | **Designation:** Assistant Professor  **Department:** Commerce |
| **Education:** M.Com  Pursuing Ph.D. |
| **Contact info:** [ruchikabal@ramanujan.du.ac.in](mailto:ruchikabal@ramanujan.du.ac.in) | **Areas of Interest:** Entrepreneurship, Management, Social Entrepreneurship  **Teaching:** Financial Literacy, Management Principles and Applications, Production and Operations Management  **Research:** Teaching Case Study, Research paper, Edited book chapters |
| **Subjects Taught:**   * Entrepreneurship Development * Financial Literacy (VAC under NEP 2020) * Management Principles and Applications * Production and Operations Management (GE Management) * Computer Applications for Business * Financial Markets Institutions and Financial Services * Auditing and Corporate Governance * Investing in Foreign Exchange markets * Entrepreneurship (CBCS) * Corporate Laws * Entrepreneurship and Small Business * Investing in Stock markets * Cyber Crime and Laws * Industrial Economics * Foreign Exchange Management * Economic Regulations of Domestic and Foreign Exchange Markets * Financial management * Corporate Governance, Business Ethics & CSR * Business, Entrepreneurship & Management- Foundation Course * Cost Accounting * Computer Applications (B.A. Prog.) * Business Organisation and Management * Fundamentals of Business Organisation (Entrepreneurship and Small business) * Contemporary Policy & Institutional Framework (Entrepreneurship and Small business) * Business Environment * Consumer Relations and Customer Care | |
| **Research Publications:**   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Author** | **Co-author** | **Type of publication** | **Year** | **Title** | **Title of Book/Journal/Magazine/ e-journal etc.** | **Affiliation** | **Book/ Journal Editor(s)** | **Page numbers** | **ISSN/ISBN NO.** | **Publisher** | | Dr. Kanwal Anil | Dr. Anil Misra, Ruchika Bal | Teaching Case Study | 2023 | Amounee a case for Micro entrepreneurship: Giving voice to the Artisans of the Indian Handicrafts Industry | The Case for Women | Emerald Insight | Lesley Symons | 1-35 | 2732-4443 | Emerald Publishing | | Ruchika Bal | Kanwal Anil | Research paper | 2021 | Impact of Microfinance on Socio-economic Status of Women Entrepreneurs in Developing Countries: A Sentiment Analysis **[DOI: 10.1504/IJBG.2021.10042809]** | International Journal of Business and Globalisation (Special Edition) | Scopus Indexed | Prof. Leo Paul Dana | - | 1753-3627 | Inderscience | | |
| **Research Guidance:** NA | |
| **Books/Chapter:**   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Author** | **Co-author** | **Type of publication** | **Year** | **Title** | **Title of Book/Journal/Magazine/ e-journal etc.** | **Affiliation** | **Book/ Journal Editor(s)** | **Page numbers** | **ISSN/ISBN NO.** | **Publisher** | | Kanwal Anil | Misra,A., Bal,R. | Book chapter | 2020 | Women and the space of Social Entrepreneurship | Global digital Era: Re-innovate, re-strategize, Remodel | Symbiosis Centre for Management Studies, Noida.), held at Symbiosis Centre for Management Studies NOIDA in association with Aston India Centre for Applied Research, Aston University, UK. | Anubha Vashisht, Bharti Wadhwa, Rinku Sanjeev, Nidhi Natrajan | 182-186 | 978-93-89867-66-4 | Bloomsbury India | | Ruchika Bal | Dr. Kanwal Anil | Book chapter | 2020 | Impact of Micro Finance on the social economic status of women entrepreneurs in Developing countries | Global digital Era: Re-innovate, re-strategize, Remodel | Symbiosis Centre for Management Studies, Noida.), held at Symbiosis Centre for Management Studies NOIDA in association with Aston India Centre for Applied Research, Aston University, UK. | Anubha Vashisht, Bharti Wadhwa, Rinku Sanjeev, Nidhi Natrajan | 136-140 | 978-93-89867-66-4 | Bloomsbury India | | |
| **Conferences-Seminars Presentations and Participations:**  Two conference presentations.   * 21st & 22nd February 2020: ***Awarded Best Paper*** for paper presented, titled “Impact of Microfinance on Socio-economic status of Women Entrepreneurs in developing countries", [Author:Ruchika Bal, Co-Author: Dr. Kanwal Anil] in INCONSYM 2020 (International Conference) on “Business Transformation in Global Digital Era: Re-Innovative, Re-Strategize, Re-Model”, conducted by Symbiosis Centre for Management Studies, Noida.), held at Symbiosis Centre for Management Studies NOIDA in association with Aston India Centre for Applied Research, Aston University, UK. * 21st & 22nd February 2020: published & presented paper titled “Women and the Space of Social Entrepreneurship”, [Author: Dr. Kanwal Anil, Co-Author: Dr. Anil Mishra, Co-Author: Ruchika Bal] in INCONSYM 2020 (International Conference), held at Symbiosis Centre for Management Studies. NOIDA in association with Aston India Centre for Applied Research, Aston University, UK. | |
| **Any Other (as per requirement)**  Took guest sessions at on   1. Entrepreneurial finance 2. Gender and entrepreneurship 3. Literature review and PRISMA | |