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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  | **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
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| **Research Publications:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 |

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| **Research Guidance:** NA |
| **Books/Chapter:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 |

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| **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.
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| **Any Other (as per requirement)** Took guest sessions at on 1. Entrepreneurial finance
2. Gender and entrepreneurship
3. Literature review and PRISMA
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