

Faculty Profile

Name: **Dr. Richa Gupta**
Designation: Assistant Professor
Teaching Areas: Financial Accounting
Management Accounting
Financial Management
Legal Environment of Business
Research Interests: Mergers and Acquisitions
Banking
CSR
Marketing
Education: FDP, IIM Indore, 2017
Ph.D., Banaras Hindu University, 2013
MBA, IGNOU, 2013
M.Com., Banaras Hindu University, 2008
UGC-NET, 2012



Professional Experience (4.5 Years)

1. Since 2015 : IFHE, IBS Hyderabad
2. 2014-2015 : Mohd. Hasan P.G. College, Jaunpur
3. 2013-2014 : Nooruddin Khan Girls' Degree College, Jaunpur
4. 2008-2009 : Mohd. Hasan P.G. College, Jaunpur

Research / Selected Publications:

1. Richa Gupta, "Takeovers in Indian steel Industry -Case study on Tata steel", Treasury Management ICFAI University Press, Vol. 8, No.3, August, 2016.
2. Richa Gupta, "An Empirical Study on Factors Responsible for Not Buying Life Insurance in India: With Special Reference to Varanasi," *Asian Journal of Marketing* [ABDC Listed Journal], Vol.10, No.1, 2016.
3. Richa Gupta, "Employment Generation in India: A case Study of LIC of India," *3rd International Conference on Paradigm Shifts in Innovative Business Management, Conference Proceeding*, February, 2015.
4. Richa Gupta, "Competitive Analysis of Nokia Smart Phones in India," *Journal for Marketing and Communication, NIILM Centre of Management Studies, New Delhi*, Vol. 10, No.2, Sep-Dec. 2014, PP.15-18.
5. Richa Gupta, "Service Marketing of Education: A Case Study of Banaras Hindu University," *Journal of Business Management, Commerce & Research*, Vol.-II, No.7, March 2014, PP.36-41.