

DR. RUHI KAKKAR GHAI

Assistant Professor, Commerce Department.

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Dr. Ruhi Ghai is an Assistant Professor in the Department of Commerce, Jesus and Mary College. She is an adhoc in the department since July, 2017. She has completed her Ph.D from CMJ University, Meghalaya and M.Phil from Vinayaka Mission University. She has more than eight years of teaching experience. There are many paper publications to her credit.

Qualifications

- B.Com (Hons.), Jesus and Mary College, University of Delhi, New Delhi (2003-06)
- M.Com, South Campus, University of Delhi, New Delhi (2006-08)
- M.Phil, Vinayaka Mission University.(Commerce)
- PhD, CMJ University, Meghalaya

Membership of Professional Bodies

- Indian Accounting Association NCR Chapter: Life Member

Papers Taught

Cost Accounting, Business Organization, Micro economics, Financial management , Business Mathematics , Business Law , Company law, Indian Economics, E commerce, Advertising, Business Statistics, Cyber crime, Personal selling & salesmanship

Specialisation: Finance

College Societies

Member, National Service Scheme.

Selected Publications: Books/Course Material/Articles

- Paper on “Price Discovery in Indian Stock Market” published in “IMFI” Journal.
- Paper on “Future Trading & Its Impact on Volatility of Indian Stock Market” published in Asian Academy of Management Journal of Accounting & Finance.
- Paper on “Lead lag relation of Futures & Spot market” published in DCAS journal of management & IT applications.
- Paper on “volatility relationships of futures and spot market: evidence from Indian stock market” published in Educator-The FIMT Journal.

- "Examining The Future –Spot Linkages: An Empirical Study of Soybean Market" for publication in Journal: International Journal of Business and Economic Research (IJBER, ISSN 2306-9074)."IJBER, ISSN 2306-9074"
- "Examining The Price Discovery Future -Spot Linkages Of Barley: A study NCDEX India “ in TIJ's Research Journal of Commerce & Behavioral Science – RJCBS
- Profitability and Credit Culture of NPAS: An Empirical Analysis of PSBs in the International Journal Research Publications Pte. Ltd., Singapore
- A study of interlinkages of corporate governance aligned with companies in International journal management, IT and Engineering.
- Unfastening the vitality to promote green growth: lessons from innovative strategy.
- ILLI lecture on business mathematics “partial derivatives” Multivariate differentiation co-authored by M.S Nishtha Bhushan.

Selected Papers presented at National/International Conferences:

Presented paper titled ‘Online advertising: Its impact on the buying behaviour of Millennials’ in the international Conference on ‘Social Media Marketing – Opportunities and Challenges’ held on March 28-29, 2019 at Jesus and Mary College.

Other responsibilities

Member, Organizing Committee in the International Conference on ‘Social Media Marketing – Opportunities and Challenges’ held on March 28-29, 2019 at Jesus and Mary College.