


<b>Name of Faculty</b>	
Designation :	Assistant Professor
Qualification :	Ph.D, MBA, M.com
Area of Interest :	Finance
Phone No. :	9991419716
Email :	<b>nancy.bba@piet.co.in</b>



### Faculty Profile

**Faculty Name : Dr. Nancy Arora**

**Designation : Assistant Professor**

**Qualification : Ph.D, MBA, M.com**

**Current Address : #786, Sector 12, Sonipat (HRY)**

**Phone 1 (office) : 9991419716**

**Phone 2 (office) :**

**Email : nancy.bba@piet.co.in**

**Area of Interest: Finance, HRM, Marketing**

**Experience:**

- **Teaching : 62 Months**
- **R & D Organization / Industry :**

**Other :**

**Research Publications**

**1. Journals:**

1. International: 13
2. National: 8

**2. Conference / Seminar / Symposia etc.:**

1. International: 3
2. National: 5

- 3. Books / Monographs / Manuals (including year & publisher):** Accounting and Legal Issues in E-commerce (2018), New Delhi: Mayas Publication. ISBN: 978-93-87756-27-4

**Professional Membership:**

**Main Courses Taught:**

- **P.G. :** M.com
- **U.G.:** BBA, B.com, BA

**Reviewer for following International Journal:**

**Publications:**

**International Journal :**

- List of Journals

**International Conferences :**

- List of Conferences

**National Conferences :**

- List of Conferences

**PhD Thesis**

- Completed: NIL

**In Progress:**

- List

**M. Tech. Thesis**

- List

**Books**

- List

**Administrative Contribution:**

**Awards :**

- List

### **Foreign Visits:**

### **Book PUBLISHED:**

- Rani, S., & Arora, N. (2018). Accounting and Legal Issues in E- Commerce (First ed), New Delhi: Mayas Publication. ISBN : 978-93-87756-27-4

### **PAPERS PUBLISHED:**

### **NATIONAL JOURNAL**

#### **2012:**

1. Gaur, Arti, Bhardwaj, Deepak and Arora, Nancy(2012), “*Consumer Buying Behaviour Regarding the Branded Apparels*” in *Emerging Trends in Social Sciences*, Volume 1, Issue 4 (Quarterly Research Journal), Oct- December, pp 89-92.(ISSN: 2277- 8624). (UGC Approved Journal).

#### **2013:**

2. Gaur, Arti, Arora, Nancy and Babita (2013), “ *Credit Appraisal Process of SBI: A Case Study of Branch of SBI in Hisar*” has been published in e-journal *Arth Prabhand: A Journal of Economics and Management*, Vol.2, Issue 1, pp 10-26 (ISSN : 2278 - 0629).
3. Gaur, Arti, Arora, Nancy and Saraogi, Parul(2013), “*Perspective on the Study of Work life Balance in Academic Institution*” in *PIMT Journal of Research* , Panjab Institute of Management and Technology, Mandi Gobindgarh, Fatehgarh Sahib, Panjab, Vol. 6, No. 1, Issue July- December, pp 36-43 (ISSN: 02278-7925). (UGC Approved Journal)

#### **2014:**

4. Gaur, Arti and Arora, Nancy(2014), "*Effect of Age and Gender on Brand Loyalty and Customer Satisfaction- A Study of Mobile Phone User*" in *SIES Journal of Management* (Bi Annual Refereed Research Journal), Volume 10, Issue 2, September, pp 22-30 ( ISSN: 0974-2956). (UGC Approved Journal)
5. Arora, Nancy and Gaur, Arti (2014), “*Customers' Perspective Regarding Problems From Bancassurance Services: A Study of Public and Private Sector Banks*” in *KINDLER, A Biannual Journal of Army Institute of Management Kolkata*(Formerly National Institute

of Management Calcutta), Vol. XIV, No. 1 and 2, Issue January-June and July-December, pp 45-54 (ISSN: 0973-0486). (UGC Approved Journal)

**2015:**

6. Gaur, Arti, Rani, Priyanka and Arora, Nancy(2015), "*Mounting NPAs of Public and Private Sector Banks in India*" in Bi Annual Refereed Journal of KAIM, Volume 7, No. 2, November-April, pp 74-81 (ISSN: 0974-9462). (UGC Approved Journal)

**2018:**

7. Arora, Nancy (2018), "Impact of Time Period on Bancassurance Services – An Indepth Study" published in *BVIMSR's Journal of Management Research, Vol. 10 Issue - 1 : April : 2018, pp 70-76. (ISSN: 0976-4739). (UGC Approved) Impact Factor -4.847*
8. Arora, Nancy (2018), "Impact of E-Banking Regarding Service Quality Towards Customers : A Study" published in Management Insight, Vol. XIV, No.1; June, 2018, ISSN: 0973 936X (print), 2456 0936 (online).

**INTERNATIONAL JOURNAL**

**(2013):**

1. Babita; Gaur, Arti; Arora, Nancy and Bhardwaj Deepak (2013), "Brand Awareness of Ready Made Garments: a Comparative Study of Males and Females" in a Open Access Listed and Indexed Online Refereed International Journal of Management, IT and Engineering, Volume 3, Issue 2, February, pp 141-154, ISSN: 2249-0558, (Impact Factor: 4.297) , (UGC Approved Journal).
2. Bala ,Renu; Arora, Nancy and Rani, Priyanka (2013), "An Empirical Analysis of Factors Affecting Work Life Balance" has been published in International Journal of Research in IT & Management ,IJRIM Volume 3, Issue 11(November 2013), pp: 18-34. (ISSN 2231-4334).
3. Rani, Priyanka ; Arora,Nancy and Bala ,Renu (2013) , "Impact Of Privatization On Indian Banking Sector In The Globalization Era" has been published in e- journal International journal of commerce, IT and management , Volume No. 3 (2013), Issue No. 11 (November), pp: 134- 138.ISSN 2231-5756.

**2014:**

4. Ostwal Nikita and Arora Nancy (2014), "Self Help Group Bank Linkage Programme in India" has been published in e-journal International journal of Multidisciplinary Educational Research, Volume 3, Issue2(3)(Feb,2014) ISSN: 2277-7881, pp:216-224, Impact Factor- 2.735.
5. Babita; Gaur, Arti and Arora, Nancy (2014), "Consumers' Attitude Towards Online Shopping" in Open Access Listed and Indexed Online Refereed *ACADEMICIA: An International Multidisciplinary Research Journal*, South Asian Academic Research Journals, Vol. 4, Issue 3, March, pp 52-67 (ISSN No.: 2249-7137).
6. Gaur, Arti and Arora, Nancy (2014), "An Empirical Analysis of Financial Structure of State Bank of India" in Open Access Peer Reviewed Refereed Indexed *International Journal of Research in Management Science and Technology*, Vol. 2, No. 1, April Issue, pp 66-69 (E-ISSN: 2321-3264).
7. Sharma, Shalini, Gaur, Arti and Arora, Nancy(2014), "Mutual Fund Performance Evaluation: A Benchmark Comparison" in Online Open Access Peer Reviewed Refereed *International Journal of Multidisciplinary Consortium(MRES)*, Vol.1, Issue 1, June, pp 1-10, Paper ID 043014 (ISSN: 2349-073X) Impact Factor: 0.889)
8. Arora, Nancy; Ostwal, Nikita (2014), "Unearthing The Epidemic of Non-Performing Assets: A Study of Public and Private Sector Banks" has been published in SMS , Varanasi, Vol. X, No. 1; June 2014,ISSN 0973-936X,pp: 47-52.
9. Kumar, Rajesh and Arora, Nancy (2014) "An Analysis of Foreign Direct Investment With Reference To SMEs In India" has been published in e- journal The South Asian Academic Research Journals, Volume-5, Issue-2 (Feb,2014) ISSN: 2249-7137, pp: 138-147, Impact Factor – 5.099.
10. Arora, Nancy and Gaur, Arti (2016), "Bancassurance: An Empirical Study on Customer Satisfaction Towards Public and Private Sector Banks in Haryana" in Online Open Access Listed and Indexed Peer Reviewed Refereed *Inter National Journal of Innovative Research and Studies*, Vol.5, Issue 4, April Issue, pp 1-10 (ISSN No.: 2319-9725) (Impact Factor: 0.898). (UGC Approved Journal)
11. Arora, Nancy and Gaur, Dr. Arti (2016), "Impact of Performance Parameters on Customers' Satisfaction Level of Bancassurance Services in Public and Private Sector Banks" in Monthly Online Open Access Listed and Indexed Peer Reviewed Refereed

*International Journal for Innovative Research in Multidisciplinary Field*, Vol.5, Issue 8, August, pp 227-234 (ISSN No.: 2455-0620) (Impact Factor: 2.6). (UGC Approved Journal)

12. Gaur, Arti , Goyal Singla, Khushbu and Arora, Nancy (2016), “*Managing the Working Capital: Effectiveness and Profitability Impact*” in *Online Peer Reviewed Refereed International Journal of Science Technology and Management*, August, Vol.5, Issue No. 8, pp 537-544, (ISSN: 2394-1537 ) (Impact Factor: 2.012).

**(2018)**

13. Priyanka and Arora, Nancy (2018), “E-learning in a developing country like India” in Peer Reviewed Journal, Refereed Journal, Indexed Journal “International Journal of Academic Research and Development”, Volume 3; Issue 1; January 2018; Page No. 46-49, ISSN: 2455-4197, Impact Factor: RJIF 5.22 (UGC Approved Journal).

### **CONFERENCE PROCEEDINGS**

1. Arora, Nancy and Gaur, Arti (2013), “*Consumer Attitude Towards Packaging Trends*”, Chapter 147, pp 624-628 published in an International Conference Proceedings of Prannath Parnami Institute of Management Technology, Hisar dated 3-4 March on the Theme “*Evolution in Science and Technology and Eyn on Educational Methodologies (Esteem- 2013)*”, pp: 624-628.
2. Gaur, Dr. Arti; Arora, Nancy; Bhardwaj, Deepak(2014) “Corporate Social Responsibility: An Indian Perspective” has been published in an International Conference Proceedings of Maharaja Agrasen Institute of Management Studies, Delhi dated 20-21 March,2014 on the theme “Coping With Uncertainty” pp:256 -264.
3. Arora, Nancy and Ostwal, Nikita (2015), “The Usage of Social Networking Sites Among Youngster” in a national seminar “Emerging Issues in Commerce” organized by Kanya Mahavidalya, Kharkhoda, Sonapat (HRY) dated 21 Febuary.
4. Gaur, dr. Arti, Arora, Nancy and Ritu (2016), “A Study of the Perceptions and Awareness of Consumer towards Online Shopping” has been published in Conference Proceeding of Economics of Information Technology Emerging Trends and Prospects, ISBN 978-93-81771-41-9.
5. Arora, Nancy and Kaur, Harwinder (2016), “Recruitment and Selection Hiring Process: A Comparative Study of Indian Companies and MNCs” has been published in

Conference Proceeding of National Conference on Current Issues and Opportunities in Global Emerging Business Scenario, Giani Zail Singh Campus College of Engg. & Technology , Bathinda (ISBN 978-93-5258-981-4).

6. Gaur, Arti and Arora, Nancy (2018), “Bancassurance: A Comparative Study of Customers’ Satisfaction Level in Public and Private Sector Banks” has been published in Conference Proceeding of HSB 10<sup>th</sup> Annual National conference on Business and Management, HSB, GJUS&T, Hisar (HRY) (ISBN 978-93-85504-66-2).
7. Nancy Arora (2018), “An Analysis of Demographic Factors and Problem Parameters for Bancassurance” in national seminar “Emerging Issues in Accounting, Finance and Economics” organized Sri Guru Hari Singh P.G. College, Jiwan Nagar (Sirsa) Sponsored by Directorate of Higher Education and published in Emperor International Journal of Finance and Management Research [EIJFMR], pp- Volume-4, Issue- 05 , March,2018, ISSN- 2395-5929, SJIF- 4.283 (UGC Approved).
8. Nancy Arora (2019), “Bancassurance: A Study of Customers’ Satisfaction in relation to Education and Occupation” in an international conference in “Contemporary Innovations in Management, Agriculture, Engineering and Social Sciences- 2019”, GKU, Talwandi Sabo (Bathinda) in International Journal of Engineering , Applied and Management Sciences Paradise (IJEAM) , Special Issue – CIMAESS 2019, ISSN- 2320-6608. (UGC approved) Impact Factor- 2.5.

### **EDITED BOOKS**

1. Arora, Nancy; Grover, Parul; Bhagwan, Dr. Vishnu (2014) “Evaluate The Profitability in State Bank of India”, has been published in an international journal of Research & Development in Technology and Management Science –Kailash, Volume – 21, Issue 2, ISBN - 1-63102-446-9, June 2014, pp:106-121 Impact factor- 2.1479
2. Gaur, Dr. Arti; Singla, Khushbu; Arora, Nancy (2014) “Adopting IFRS to Promote Effective Business Management Practices”, has been published in International Financial Reporting Standard (IFRS) on Current Indian Scenario, First Edition, ISBN- 978-93-82339-67-0, pp: 127-137.

3. Gaur, Dr. Arti; Arora, Nancy ; Singla, Khushbu (2016) “Hiring Practices in Indian and Multinational Companies: An Analytical Framework”, has been published in *Innovative and Global Human Resource by 2050*, ISBN 978-93-86176-19-6, pp:27-35.

### **PARTICIPATIONS IN SEMINARS/CONFERENCES**

1. Participated in National Seminar on “*Changing Scenario of Business in Borderless World*” organized by K.T. Government College, Ratia, Fatehabad, Haryana dated 28 February, 2012.
2. Nancy Arora (2012) “Overall assessment of Mutual Fund Schemes of different Banks”, national seminar organized by P.G. Department of Commerce on “Emerging Financial Services in India”, Govt. Post- Graduate College , Hisar (HRY) dated 2-3 March.
3. Nancy Arora (2013) “Credit Risk Management Policy Framework for Indian Banks”, in HSB 5<sup>th</sup> Annual National Conference on “*Business and Management*” organized by HSB, GJUST, Hisar, Haryana dated 7-8 February.
4. Nancy Arora, Dr. Arti Gaur and Neelam Kaushal (2013), “*Management of Work Life Balance of Employees in Academic Institutions*” presented in an International Conference on “*Sustainable Business Growth in Turbulent Times: Opportunities and Challenges (INCONSBG-2013)*” organized by Galaxy Global Group of Institutions, Dinarpur District Ambala dated 6-7 April.
5. Nancy Arora (2015) “An Analytical Framework of Consumer Purchase Behaviour Towards Mobile Phones” in a national conference “Recent Advancements in Management, Commerce, Education and Engineering Outlook – 2015” organized by JCD Institute Of Business Management, Sirsa (HRY) dated 21-22 January.
6. Nancy Arora (2017), “Clean India Mission Strengthen The Economy: An Analytical Study” in national seminar “Swachh Bharat Abhiyan: Issues and Challenges” organized by NSS Unit Rajiv Gandhi Government College, Saha( Ambala), HRY dated October 25, 2017.