



MANAV RACHNA UNIVERSITY, FARIDABAD

Sector 43, Aravalli Hills, Manav Rachna Campus Rd, Faridabad, Haryana 121004

Dr. Ashima Saxena

Designation: Assistant Professor
Qualifications: Ph.D.(Behavioral Finance)
Email: ashima@mru.edu.in
Experience: 6+ Years
[Google Scholar Profile Dr. Ashima Saxena - Google Scholar](#)
[LinkedIn Profile Dr. Ashima Saxena | LinkedIn](#)



Research Interest: Behavioral Finance, Financial investment decisions, Security Analysis and Portfolio Management

+ Journal Publication Details:

Saxena. A (Dec 2020) *Does Aging impacts on Financial Behavior & Investment Decisions*, Global Journal of Enterprises Information System, Impact factor: 2.69, ISSN no. 0975-1432, Volume 12, Issue 3, Jul-Sep 2020, Pg no 8-13.

Saxena. A (April 2020) *Saving Preferences and Demographic variables of investors: A relationship study*, Global Journal of Enterprises Information System, Impact factor: 2.69, ISSN no. 0975-1432, Volume 12, Issue 1, Jan-March 2020, Pg no 52-59

Saxena. A (March 2020) *Gender Differences in Financial Behaviour Biases and Investment Decisions*, Studies in Indian Place Names, Impact factor: 6.1, UGC Approved, ISSN no. 2394-3114, Volume 40, Issue 70, March 2020, Pg no 3747-3757.

Saxena. A (February 2020) *Environmental Accounting Practices in India*, International Journal of Science and Research, SIFJ impact factor: 7.426, ISSN: 2319- 7604, Volume 9, Issue 2, February 2020. Pg no: 1014-1016

Saxena. A (April 2019) *A Study on Job Satisfaction of Employees in Education Industry*, International Journal of Scientific Research and Reviews, SIJF impact factor 6.946, UGC Approved, ISSN : 2279-0543, Volume 8, Issue 2 April-June 2019. Pg no: 2046-2054.

Saxena. A (December 2018) *A Study on Customer Satisfaction towards Online banking services*, International Journal of Trend in Scientific Research and Development, Impact factor 4.101, ISSN: 2456-6470, Vol no. 3, Issue no. 1. Pg no: 1082-1093.

Saxena. A (April 2018) *Comprehensive literature review on behavioral finance*, UGC and ISSN Approved - International Journal of Creative Research thoughts. Impact Factor: 5.97, ISSN: 2320-2882, Vol no.6, Issue no.2. Pg no: 1245-1249

Saxena. A (September 2017) *Scope of Bancassurance*, IPASJ International Journal of Management (IJJM), Impact factor- 4.963, ISSN 2321-645X, Vol no.5, Issue no. 9. Pg no: 9-15.

Saxena. A (November 2016) *Role of Foreign Direct Investment in the Indian Economy*, International Journal of Advance Research in Computer science and Management Studies, Impact factor- 7.327, ISSN: 2321 7782, Vol no.4, Issue no. 11. Pg no: 9-15.

+ Conference Publications:

11th National Conference on Contemporary Management Research “NACCMAR2020” (6th March 2020) Recent Advances, Innovations and Challenges in Business and Research, Apeejay School of Management, Dwarka “Relationship between Saving Preferences and Demographic variables of Investors” Paper presented and published (ISBN:978-93-84562-14-4).

13th International conference on the theme Business 2025: (10th Feb 2018) Driving growth through strategic innovation, entrepreneurship and digitisation, PHDCCI, “An analytical perspective towards technological applications in higher education” Paper presented and published (ISBN: 978-93-87471-67-2).

3rd International conference (30-31st December, 2017) on “Advances in Management and Decision Sciences”, Gautam Buddha University, “From efficient market hypothesis to Behavioral finance”. Paper presented and published.

+ Certifications Details:

Behavioral Finance by Duke University – 04/5/2020
Behavioral Investing by Indian School of Business – 01/5/2020
Understanding Research Methods by University of London – 12/5/2020
Financial Markets by Yale university- 16/5/2020
Bias and Portfolio by Rice University – 1/6/2020
Behavioral Finance by Duke University – 04/5/2020
Introduction to Financial Markets by Indian School of Business – 07/5/2020
Finance for Everyone by McMaster University, Canada – 29/4/2020

+ Research Supervised (PhD):

Savita Gupta on “**Growth & Performance of MFI in SAARC countries**” Year - 2021 (Ongoing)
Vankish Khosla on “**Brand Loyalty**” Year 2021 (Ongoing)

+ Administrative Responsibilities:

Faculty In-Charge “Internship & Placement”
Program Co-ordinator, BBA LLB & BCOM LLB, Semester 6.

+ Speaker at events

Moderator at the session on “*Life as a Criminal Lawyer: An insider’s Perspective*” organised by Faculty of Law, Manav Rachna University, on September 21, 2020

Speaker at session on “*Transition from school to university and overview of internships at MRU*” organised by Faculty of Law, Manav Rachna University on September 30, 2020

Moderator at the workshop on “*Moot Court*” organised by Faculty of Law, Manav Rachna University on September 22, 2020

+ Event Organized(Conference/Seminar/FDP/Workshops

Conducted "The Manav Rachna Law Dialogue- Internships: Bridging the gap between expectation and reality" on 7th March 2020