

## Faculty Profile



1. **Name:** Dr. Neha Gupta

2. **Designation:** Assistant Professor Faculty of SRM IST Delhi

3. **Qualifications:**

- **Ph.D. (Finance)**, Jamia Hamdard (Govt Funded) (2025)
- **Executive Program in Applied Finance**, IIM-Lucknow (Pursuing, June 2025)
- **M. Com** (Accounting & Finance), IGNOU
- **B. Com** (Accounting & Finance), University of Delhi (College Topper)
- **Professional Certifications:** Qualified NET-JRF/SRF (Commerce, 2019) and NET (Management, 2024).

4. **Brief Profile :** Dr. Neha Gupta is a dedicated academic and finance specialist with 9 months of official experience spanning teaching and research. Her expertise is strongly anchored in Financial Literacy, Investment Behaviour, FinTech, and Sustainable Finance (ESG). She had exp as Assistant Professor (Visiting) at Delhi Skill and Entrepreneurship University and is actively enhancing her professional acumen by pursuing an Executive Program in Applied Finance from IIM-Lucknow. Her teaching interests include Finance and Commerce subjects, and her research focuses on the intersection of individual investment behaviour and financial sector dynamics. Her research profile includes publications in Scopus-indexed and ABDC-C journals. She is committed to delivering high-impact research and mentoring the next generation of business professionals.

5. **Academic Research:**

- **Publications:**

**Gupta, N., Khan, M. U.,** (2025). A Comparative Analysis of Returns of different stock market Indices with the sustainable Index: Evidences taken from Indian stock Market. *Springer*, 231-241. (Scopus & WOS Indexed)

**Gupta, N., Rani, L., Naim, Hamza., Gouher, A.** (2025). Cybersecurity Insurance Framework and Innovations in the AI Era. *IGI Global scientific publishing*. (Scopus Q2)

**Gupta, N., Khan, K., Khan, M. U.,** (2024). Extension of the UTAUT Model: Assessing the impact of consumers' financial literacy on intention to adopt cryptocurrency platforms in India. *International Journal of Economics and Financial Issues*, 14(5), 37-46. (Scopus Indexed)

**Gupta, N.,** Khan, M. U., & Azam, M. S. (2024). Does Financial Literacy Influence Investment Decisions? Predicting Through Five-Factor Personality Model. *IUP Journal of Accounting Research & Audit Practices*, 23(4). (ABDC- C category).

**Gupta M N** and Khan. M.U, & D K S (2024), "Bridging the Digital Divide: Enhancing Financial Literacy in Delhi NCR Through Digital Advancements", *African Journal of Biological Sciences*, Vol. 6, No. 10, pp. 4226-4236.

- **Conferences :**

"FinTech and ESG in Sustainable Finance: Unlocking the Future of Green Investments," KR Mangalam University, Gurugram, April 2025.

"A comparative Analysis of returns of different stock market indices with the sustainable index," University of Oxford, UK, November, 2024.

"Comparative Analysis of Returns of different stock market Indices with the sustainable Index: Evidence from the Indian stock market," Howard University, Washington, Oct 2023.

"Does Financial Literacy Influence Investment Decisions? Predicting Through the Five Factor Personality Model," International Conference, 2023.

"Unravelling the influence of self-financial literacy on individual Investor investment Decisions," ICAI (Hyderabad), September 2023.

"Comparative Analysis of Returns of Different Stock Market Indices with The Sustainable Index: Evidence from The Indian Stock Market," International Conference, May 2023.

- **Research Projects and Consultancy:**

- *Research Title:* "Study the change in individual investment behaviour in Delhi NCR: Through Self-Financial Literacy and Expert Advice of Financial Sector managers" (Ph.D. Research, Govt Funded).

*Consultancy:* None provided in the source material.

- **Seminar/ Symposium:**

- Financial Literacy Awareness Program (FLAP) held at India International Centre.

- **FDP (Faculty Development Programmes):**

- Seven-day National FDP on "Time series and Panel Data Analysis," Ramanujan College, University of Delhi.
- Two-week Interdisciplinary Refresher Course on "Advanced Research Methodology and Multivariate Data Analysis," Ramanujan College, University of Delhi.
- FDP on "Basic and Advanced Structural Equation Modelling - Sem with Amos," Manav Rachna University, MDU.

- FDP on "Research Methods for Business Management, Economics and Social Science," Janki Devi Memorial College, University of Delhi.

#### **6. Awards/ Unique Distinction:**

- Qualified NET-JRF/SRF (Commerce, 2019).
- Qualified NET (Management, 2024).
- Honored with a Certificate of Appreciation from Sri Aurobindo College and Ramanujan College for excellence as an Assistant Professor (Visiting).
- Secured Third rank in Bachelor of Commerce in the first year of graduation (University of Delhi).
- College Topper in B. Com (University of Delhi).

#### **7. General Interests/ Hobbies:**

- Organizing and coordinating educational and cultural activities (e.g., Orientation Programs, Rangoli Competitions).
- Engaging in continuous professional development through workshops and refresher courses.