

SCHOOL OF COMMERCE, ACCOUNTANCY AND MANAGEMENT
 ACTIVITY REPORT

Nature Of Activity: Guest Lecture	Title: Guest Lecture series On Research Methodology
Program Name: SPSS Training for Financial Analytics	Class & Semester: 3Bcom A and B
Subject Name: Research Methodology	Date: 14/9/2021 and 16/9/2021
Time/ Duration: 4 Hours	Venue: Zoom
Speaker/s Name: Dr Pooja Chaturvedi Sharma	
Designation: Assistant Professor of Finance & Accounting, Apeejay School of Management	

Objectives of the Activity

- 1) The major learnings of the activities were that how to improve skills in importing data, Transforming Variables, Data Screening through Descriptive Statistics and also the Hands-on Training of SPSS Interface.
- 2) Using various analytics tools like ANOVA, Correlation, Regression and Chi Square independent test, Hypotheses testing and factor analysis, was provided to understand the SPSS Interface.

Execution of Activity/ Proceedings (In detail):

DAY – 1

- ❖ Miss Merin Thomas from 3BcomB commenced the session by explaining the Guest lecture series on SPSS.
- ❖ Miss Himanshi Sharma gave an overall introduction of Dr Pooja Chaturvedi Sharma (Assistant Professor, Finance and Accounting Apeejay School of Management) both Dean Father Jossey P George, Academic coordinator Father Arun Anthony, Assistant Professor DR Mahesh Kumar T and DR Manjari Sharma.
- ❖ Mam started by giving a brief introduction to SPSS and gave us what, how, why SPSS is used to analyses different datasets, also explained the general capabilities of the same.

- ❖ She described how to copy and paste data, Altering the data and variable types, changing labels and imputing values, sorting cases and selecting cases and how to Recode and transform variables.
- ❖ Her presentation continued with explaining descriptive statistics and creating charts using SPSS.
- ❖ Miss Sweta Nandi closed the ceremony with a vote of thanks for day-1.

DAY – 2

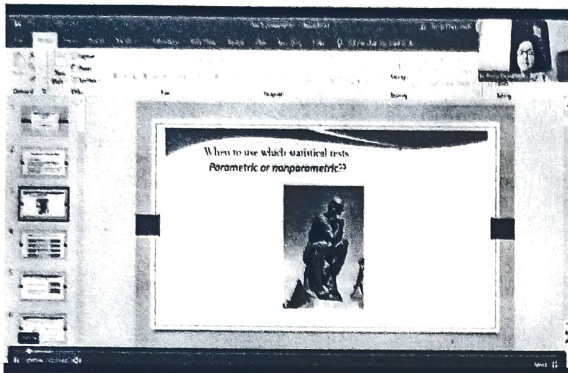
- ❖ Miss Merin Thomas started the session with warm welcome once again, which was carried by Shashwat Seth by giving an overview of the previous session.
- ❖ In the second session mam explained about all the analytic tools (ANOVA, Correlation, Regression and Chi Square independent test, Hypotheses testing and factor analysis) and it's uses, examples and assumptions and how to report those findings.
- ❖ She also explained about the Parametric and Non- Parametric test during the course.
- ❖ All these analyses were carried over in two datasets that were shared during the course.
- ❖ Miss Sweta Nandi closed the ceremony with a vote of thanks and applauded the guest speaker for her immense efforts.

Outcomes:

- ❖ Rather explaining about the analytical tools, she gave us proper understanding, assumptions and it's uses in Research Methodology.
- ❖ She explained us by showing the final outcome in a table form and showing us how to measure the accuracy of the data.
- ❖ We also came to know about new statistic tools such as Chi square independent test and Factor Analysis.
- ❖ The SPSS interface was same as Excel sheets, but there were two different views in SPSS interface that was Data and Variable view.

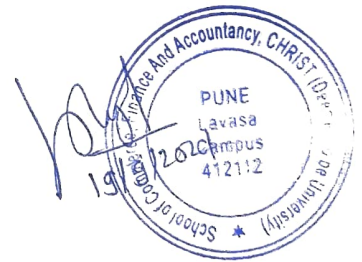
Parameters for Feedback

Glimpses of the Activity (4-6 Photographs)



Variables

- A concept which can take on different quantitative values is called a variable.
- Ex. What are variables you would consider in buying a second hand bike?
 - Brand
 - Type
 - Age
 - Condition (Excellent, good, poor)
 - Price



OF COMMERCE, FINANCE AND ACCOUNTANCY



ST LECTURE ON

SS TRAINING FOR BEGINNERS FINANCIAL ANALYTICS

21 & 16.09.2021 | 10:30 A.M TO 12:30 P.M

DR. POOJA CHATURVEDI SHARMA
ASSISTANT PROFESSOR, FINANCE AND ACCOUNTING
APEEJAY SCHOOL OF MANAGEMENT



CHRIST (DEEMED TO BE UNIVERSITY), PUNE LAVASA CAMPUS - 'THE HUB OF ANALYTICS'
TOLL-FREE: 1800 123 2009

Christ (Deemed to be University) Pune Lavasa			
School of Commerce, Finance & Accountancy			
SPSS Workshop Attendance			
Date: Sept 14 & 16 2021			
Resource Person: Dr Pooja Chaturvedi			
S. No.	Student Name	S. No.	Student Name
1	Aryadeep Das	26	yeddula uday
2	Vashyapranav V	27	Sweta Nandi
3	Tamanna Bisht	28	Harisankar.K
4	Khushi Nanakram Gurunani	29	Alisha Rukhsar Ali
5	Shrijeet shandilya	30	Maria Rebecca
6	HARSH YADAV	31	Mudit Palod
7	Mayur Patil	32	Sudhanshu Sharma
8	CYRIAC JIMMY	33	Khushi Verma
9	Ansh Agarwal	34	Anish Mendonce
10	Palak Ambastha	35	YUGJEET SINGH GOYAL
11	DEVANSH AGARWAL	36	20111034_THARUNADHITHYA
12	Yash Pratap Singh	37	Pritisha sarma
13	Harsh Pawar	38	Aradhaya Vatsa
14	yukti	39	Eric Joseph
15	Nandini Sinha	40	Akinchan Jain
16	Kanishka Bharadwaj	41	Jatin Prasanth
17	Ayushee Gupta	42	Aditya Kumar
18	Roshan Anand	43	Tarun Hirani
19	Amisha Jat	44	Sayak Sen
20	Aan Verma	45	Mayank Yadav
21	Dilpreet Kaur Kukreja	46	thanmayie meenakshi
22	arnav srivastava	47	Rishav Dev
23	iman kalyan mohanty	48	Pavni Arora
24	Gaurav S Nair	49	AR ALAGAPPAN
25	dhanushkumar	50	Aakarshit tripathi



Dr. Pooja Chaturvedi Sharma

Assistant Professor, Finance and Accounting

Apeejay School of Management, Dwarka, Delhi

Email: poojamitsharmaa@gmail.com

Contact Number: 9811988668

Profile URL: <https://sites.google.com/view/dr-pooja-chaturvedi-sharma/home>

Professional/Academic Qualification

Doctor of Philosophy Area: Management (Finance) BVIMR, New Delhi, India Dissertation Title: Frame and validate a model for performance evaluation of Indian mutual fund Industry	2018
UGC-NET &JRF	2012
Master of Management Studies (Finance), BVIMR, New Delhi, India	2008
Post Graduate Diploma in Business Management (Finance) BVIMR, New Delhi, India	2007
Bachelor of Commerce Delhi University, Delhi, India	2004
Career Enhancement Courses Undertaken:	
Swayam Online Course-Research Ethics	2019
Swayam Online Course-Data Analysis for Social Science Teachers	2020
Swayam Online Course-AICTE Approved-Business Analytics for Management Decision	2020
Swayam Online Course-AICTE Approved-Behavioral and Personal Finance	2020
Short Term Training Program-AICTE Approved- Enhancing Emotional Intelligence in Academicians to connect with Next Generation (Phase-II)	2021
Short Term Training Program-AICTE Approved- Enhancing Emotional Intelligence in Academicians to connect with Next Generation (Phase-III)	2021

Experience

Teaching	Apeejay School of Management, Delhi, Assistant Professor	August 2021- Present
	Gitarattan International Business School (GGSIPU), Delhi, Assistant Professor	August 2016- August 2021
	Vivekananda Institute of Professional Studies (GGSIPU), Delhi, Assistant Professor, Adhoc	January 2016- April 2016
	BVIMR, Delhi, Visiting Faculty	January 2013- December 2015
	Ramanujan College, (Delhi University) Delhi, Guest Lecturer	August 2013- April 2014
	D.I.R.D. College, (GGSIPU) Delhi, Lecturer	August 2008-September 2010
Administrative	1 year as Programme Coordinator (BBALLB), Gitarattan International Business School, Delhi	September 2016- July 2017
	Programme Coordinator (BBA), Gitarattan International Business School, Delhi.	July 2018- Present
	2 years as Class Coordinator of MBA programme, Gitarattan International Business School, Delhi.	August 2017-July 2018
	Member of Accreditation Committee for NBA, NAAC, IQAC, Gitarattan International Business School, Delhi.	January 2019-Present
	Internal Reviewer for JGIBS, GIBS Magazine, Gitarattan International Business School, Delhi.	July 2017-Present
	Overall Cultural Coordinator, Gitarattan International Business School, Delhi.	July 2017-Present
	Member of Student Affairs Committee, Gitarattan International Business School, Delhi.	July 2017-Present

Member of Anti Ragging Committee,
Gitarattan International Business School,
Delhi.

July 2017-Present

Other Supervision Roles

- Apart from this I have supervised more than two hundred summer training projects and final project reports of MBA and BBA students.
- Have experience of working and guiding students on Excel and SPSS software used for research work and teaching the paper of Financial Accounting, Accounting for Managers and Business Research Methods.
- Have been Internal Examiner in Summer Internship viva and Project Dissertation viva, Research Methodology LAB (BBA, Semester 4) since 2016 to present.
- Have been Internal Examiner in Summer Internship viva and Project Dissertation viva of MBA (Semester 3, Semester 4 respectively) since 2016 to present.

Membership

- Lifetime member of All India Commerce Association.
- Member of All India Accounting Association.
- Lifetime professional member of Institute for Engineering, Research and Publication.

Reviewer

- Reviewer of "International Journal of Emerging Markets"- Emerald Journal- (Scopus Indexed Journal).
- Reviewer of "Journal of Pharmaceutical Research International" (Web of sciences, UGC Care listed Journal)
- Reviewer of "Asian Journal of Economics, Business and Accounting".
- Review Member of "Journal of Emerging Technologies and Innovative Research (UGC Approved Journal).
- Review Member of "International Journal of Research and Analytical Reviews (UGC Approved Journal).

Consultancy

- Offered Consultancy to M/s Jagdamba Cutlery Pvt. Ltd. on "Accounting Systems" in 2018.

Publications

Articles / Research Papers

1. Sharma, C P. (2021): Impact of Investor's sentiment on selected sectoral Indices Return Volatility: Special Reference to NSE. Orissa Journal of Commerce, Vol.42. Issue 1, ISSN: 0974-8482 (UGC Care Listed)
2. Sharma, C P. (2021): Factors affecting investment decision of working women of emerging nations: Special reference to Indian metro cities. Journal of Commerce and Accounting Research, Vol.10. Issue 1, ISSN Number: 2277-2146, (ABDC Listed C Category) (Impact factor: 5.153).
3. Chawla, N and Sharma, C, P. (2020): Sustainable finance in emerging markets: rational for Indian stock market and decision making for sustainable future, Journal of Commerce and Accounting Research, Vol.9, Issue 4, ISSN Number: 2277-2146, (ABDC Listed C Category) (Impact factor: 5.153).
4. Sharma, C P. (2019): Identification of factors influencing investor perception towards investment in mutual funds, Journal of Commerce and Accounting Research, Vol.8, Issue 3, ISSN Number: 2277-2146, (ABDC Listed C Category) (Impact factor: 5.153)
5. Sharma, C P. (2018): Perceptual Mutual Fund Performance Model: An Indian Investor's Perspective, The Indian Journal of Commerce, Vol.71, Issue 3, ISSN: 0019-512X, EISSN: 2454-6801 (UGC CARE, List-I) (Impact factor: 3.951)
6. Sharma, C P. (2016): Modeling for Determinants of Mutual Fund Family Performance: Marked Remission to Indian Mutual Fund Industry, The Indian Journal of Commerce, Vol.69, Issue 4, ISSN: 0019-512X, EISSN: 2454-6801. (UGC CARE, List-I) (Impact factor: 3.951)
7. Sharma, C P. (2016): Comparative Performance Evaluation of Top Rankers of Indian Mutual Fund Industry: HDFC and ICICI Mutual Funds, MAIMT-Journal of IT & Management, Vol.10, Issue-1, ISSN: 0974-066X. (UGC Approved-47412)
8. Sharma, C P. (2014): Indian Mutual Fund Market: Retail Investor's Investment Insight, International Journal of Research & Development in Technology and Management-Kailash, Vol-21, Issue-1, ISSN: 978-1-63102-445. (Impact factor: 6.88)
9. Sharma, C P. and Pandey, A (2014): Mechanisms to be a winner in Indian Mutual Fund Industry: A case study on HDFC AMC, 'MANTHAN: Journal of Commerce and Management', Vol. 1, Issue 2, ISSN: 2347-4440; e-ISSN: 2395-2601 (UGC Approved Journal)

Case Studies

1. Sharma, C P. (2020): GST Evasion at Manpasand Beverages Limited: Failure of Corporate Ethics or Policy Maker's Foresight? Published in Casepedia of AIMA – Indian Case Research Center, Case No: AIMA/ICRC/2020/010.
2. Sharma, C P. (2014): Indian Mutual Funds: A Case Study on SBI Mutual Funds, Edited Book on Cases in Management from emerging market: Successful strategies of visionary leaders, ISBN: 978-93-81212-72-1.

Chapter in Edited Book

1. Sharma, C P. (2019): Influence of Branding of financial instruments on investment decision: Mediating role of Behavioral Biases, Edited book titled: "Advances in

- Management Research”, ISBN: 978-0-367-22688-6, Ed. 1, pp. 243-264, **Publisher: Taylor and Francis**, Boca Raton, Florida, United States.
2. Sharma, C P. (2015): *Derivative Financing: Challenges and prospects of Indian Mutual Funds Industry*. Edited Book on *Managing Organizations of Tomorrow by Capitalising Generation Next*, Vol-1, Issue-1, ISBN: 978-93-85000-01-07.

Book Edited

1. Gupta, V., Sharma, C P., and Arora, K M. (2021): *Corporate Finance, Financial stability and Banking Regulations*, Ed.1.

Upcoming Assignments

1. Research Paper Title: “Impact of Behavioral Biases on market Investment Behavior: Mediating Role of Brand Trust”
2. Research Paper on Financial Emotional Intelligence

Participation in Seminars/ Conference/ Workshops/FDP:

As a Paper Presenter:

1. Paper presented titled: Development and Validation of Mutual Fund Flow Scale: A Perceptual Study in “10th International Conference on Management Practices and Research (ICMPR)-2021” Organized by Apeejay School of Management, Dwarka on 29 January 2021.
2. Paper presented titled: Impact of investors’ Sentiments on Stock Return Volatility: Special Reference to NSE in “International Conference on Global Economic Order in the post COVID-19 Era: Challenges, Opportunities and Strategies” Organized by Maharaja Agrasen Institute of Management Studies on 25th July, 2020.
3. Paper presented titled: Sustainable Finance in Emerging Markets: Rational for Indian Stock Market and Decision Making for Sustainable Future in “5th Biennial International Conference on Ensuring a Sustainable Future: Role of Entrepreneurship, Innovations in Management Practices, and Circular Economy” organized by Sri Guru Gobind Singh College of Commerce, University of Delhi on 6th -7th March 2020.
4. Paper presented titled: A Panel Data Analysis to Examine the Impact of Sustained Earnings on Stock Returns: Special Reference to Indian Financial Service Sector in International Conference on “Sustainability, Governance and Responsibility ICSGR2020” organized by Vivekananda Institute of Professional Studies on 23rd – 24th January 2020.
5. Paper presented titled: Role of Overconfidence and Under confidence in determining Market Investment Behavior in 41st All India Accounting Conference organized by School of Business and Commerce, Manipal University Jaipur on 5th -6th January 2019.
6. Paper presented titled: Influence of Branding of financial instruments on investment decision: Mediating role of Behavioral Biases in 4th International Management Conference on “Advances in Management through Research, Innovation & Technology (AMRIT)” organised by Fortune Institute of International Business on 19th -20th December 2018.

7. Paper presented titled: Perceptual Mutual Fund Performance Model: An Indian Investor's Perspective in 70th All India Commerce Conference organised by Faculty of Commerce and Management, The IIS University, Jaipur on 12th -14th October 2017.
8. Paper presented titled: Modeling for Determinants of Mutual Fund Family Performance: Marked Remission to Indian Mutual Fund Industry in 69th All India Commerce Conference organised by Faculty of Commerce, University of Lucknow on 11th -13th November 2016.
9. Paper presented titled: Derivative Financing: Challenges and prospects of Indian Mutual Funds Industry in BVIMR's 7th International Conference on Managing Organizations of Tomorrow by Capitalising Generation, New Delhi on 16th-17th January 2015.

As Resource Person

- Two Day Management Development Program on Financial Emotional Intelligence organised by Gitarattan International Business School, from 2 July and 3 July 2021. Topic: Application of Emotional Intelligence in financial decision making.
- One-week Faculty Development Programme on Research Methodology and its tools organised by Gitarattan International Business School, from 16 December to 24 December 2019. Topic- Research Design, Questionnaire Design and Sampling.
- One-week Faculty Development Programme on Research Techniques and tools organised by Gitarattan International Business School, from 11 December to 18 December 2017. Topic- Exploratory Factor Analysis.
- One-week Faculty Development Programme on Research Techniques and tools organised by Gitarattan International Business School, from 30 November to 7 December 2016. Topic- Factor Analysis: Discussion of techniques.
- Two Day Management Development Program on Finance and Accounting for Managers organised by Gitarattan International Business School, from 21 August to 21 August 2020. Topic- (Day-1) Understanding Financial Statements namely Income Statement, Balance Sheet, Cash Flow Statement and understanding their inter-relationships, (Day-2) Learning how and when to use Net Present Value (NPV), Internal rate of Return (IRR) and Payback Method, Financial analysis and decision making with respect to choice of projects / capital expenditure.

As a Participant:

- Attended International Conference on Global Economic Order in the post COVID-19 Era: Challenges, Opportunities and Strategies, Organized by Maharaja Agrasen Institute of Management Studies on 25 July, 2020.
- Attended Faculty Development program on "Preparedness towards Post Pandemic Teaching, Learning and Research" organized by Gitarattan International Business School from 6-18 July 2020.
- Attended Online Research Workshop, organized by Kalinga Institute of Industrial Technology, School of Management on 30 June 2020.

- Attended “Faculty Development Program” on ‘Faculty Development Program on SPSS’, VIPS (GGSIPU), New Delhi, 29 Feb- 4 March 2016.
- Attended 7th International Conference on “Managing Organizations of Tomorrow by Capitalizing Generation Next” organised by Bharati Vidyapeeth Institute of Management and Research, New Delhi on 16th -17th January, 2015.
- Attended “Faculty Development Program” on ‘Research Essentials Using SPSS, MS Word, Zotero and Ebsco”, BVIMR, New Delhi, 10-14 April 2014.
- Attended “Faculty Development Program” on ‘The Case Method and Publication in Management’, BVIMR, New Delhi, 23-24 May 2014.
- Attended “Faculty Development Program” on ‘MS-Excel and SPSS/PASW data analysis and research’, BVIMR, New Delhi, 13-15 Dec 2013.
- Attended “Faculty Development Program” on ‘Contemporary Issues and challenges in management’, MSIMS (GGSIPU), New Delhi, 3 April 2010.

Awards and Honours

Awarded “Young Research Scholar Award under Saimuddin Memorial ICA Research Scholar Award” at All India Commerce Association Conference 2017, Jaipur.

Research Interests

Behavioral Finance, Sustainable Finance, Investments, Mutual Funds, Research Ethics

Teaching Interests

Security Analysis and Investment Management, Financial Accounting/Business Accounting, Cost and Management Accounting, Accounting for Financial Managers, Financial Management, Business Research, Micro Economics, Management Control Systems, Elements of corporate finance.

Computer Proficiency:

Microsoft Office, SPSS, Zotero, Minitab, Mendley, e-views (in learning process)

Personal Profile:

Date of Birth: 14 January 1984

Languages Known: Hindi, English

Marital Status: Married

Nationality: Indian

Declaration: -

I hereby declare that the particulars in the curriculum vitae are correct to the best of my knowledge and belief.

- Attended Management Development program on "Applied Financial Econometrics using E-VIEWS", organized by Delhi Institute of Advanced Studies from 20-22 May 2020.
- Attended Faculty Development program on "Research Methodology: Tools and Techniques" organized by IILM College of Engineering Technology from 18-22 May 2020.
- Attended Faculty Development program on "Advanced Panel Data Analysis" organized by JS Institute of Commerce and Analytics from 8-12 June 2020.
- Attended workshop on "How to make research better and matter too" organized by MAIMS, GGSIPU on 18 May 2020.
- Attended Faculty Development program, "Quantitative Analysis using SEM & Qualitative using NVIVO Software" organized by Amity University Gwalior in association with TUHH Hamburg University of Technology from 25-31 May 2020.
- Attended Faculty Development program on "Building an Optimal Portfolio in the Post COVID 19 World" organized by School of Management, Kristu Jayanti College (Autonomous), Bengaluru from 21-28 May 2020.
- Attended Faculty Development program on "Outcome based Education and Accreditation" organized by IILM College of Engineering Technology from 25-29 May 2020.
- Attended 5th Biennial International Conference, Ensuring a Sustainable Future: Role of Entrepreneurship, Innovations in Management Practices, and Circular Economy" organized by Sri Guru Gobind Singh College of Commerce, University of Delhi on 6th -7th March 2020.
- Attended Sustainability, Governance and Responsibility ICSGR 2020 organized by Vivekananda Institute of Professional Studies on 23rd – 24th January 2020.
- Attended workshop on Financial Modelling at Apeejay School of Management, Dwarka, New Delhi on 27 April 2019.
- Attended 4th International Management Conference on "Advances in Management through Research, Innovation & Technology (AMRIT)" organised by Fortune Institute of International Business on 19th -20th December 2018.
- Attended Faculty Development Programon 'Faculty Development Program on Research Methods', GIBS (GGSIPU), New Delhi, 12-18 December 2018.
- Attended Faculty Development Programon 'Faculty Development Program on Pedagogical Changes and Research Methodology', GIBS (GGSIPU), New Delhi, 5-13 July 2018.
- Attended "Faculty Development Program" on 'Advance Data Analysis using SPSS and Structure Equation Modeling (SEM) using AMOS', BVIMR, New Delhi, 16-21 November 2017.
- Attended 70th All India Commerce Conference organised by Faculty of Commerce and Management, The IIS University, Jaipur on 12th -14th October 2017.
- Attended "Faculty Development Program" on 'Faculty Development Program on Advance Excel and Analytics', GIBS (GGSIPU), New Delhi, 30 May-8 June 2017.
- Attended International Conference on "Global Information and Business Strategies" organised by Gitarattan International Business School, Delhi on 16th-17th December 2016.
- Attended 69th All India Commerce Conference organised by Faculty of Commerce, University of Lucknow on 11th -13th November 2016.
- Attended "National Workshop" on 'Analytical Techniques for Research', DSPSR (GGSIPU), New Delhi, 8-14 June 2016.

