

## Faculty Info Sheet

**Name: Dr. Ruchi Agarwal**

**Title:**

**Scientific Degree:** Associate Professor

**Education:**

- Ph.D (Management Studies)
- M.B.A. (Marketing)
- Bachelor of Science( Computer Applications)

**Research Interest and publication** (kindly add published papers titles with links if there are any)

1. Business Model Innovation- The Vital Link to Business Continuity, *European Journal of Business and Management*, 10(18), 2018.
2. The Interplay Between Gender, Age and Consumer Grocery Shopping Behavior: An Exploratory Study, *International Journal of Engineering Researches and Management Studies*, ISSN:2394-7659, 4(1), 2017.
3. Intervening Role of Marital Status on Grocery Shopping of Expats: An Exploratory Study, *International Journal of Innovative Research in Science, Engineering and Technology*, ISSN(Online) : 2319-8753, ISSN (Print) : 2347-6710, Vol. 5, Issue 7, July 2016.
4. Purchase Decisions of Organic Produce: Present and Future Buying Intentions. *Gulf-Pacific Journal of Business Administration*, 1(1), 2016, pp. 32-44
5. Interrelated Dynamics: Gender and Employment Status of Expatriates on Grocery shopping – An Exploratory Study, *The International Journal Research Publication's Research Journal of Social Science & Management-RJSSM*, Singapore, ISSN: 2251-1571, Volume 05, Number: 3, July 2015, pp 169-178.

6. Significance of User-Generated Content in Travel and Tourism: An Exploratory Study, *Journal of Tourism and Hospitality, OMICS Publishing Group*, ISSN: 2167-0269, Volume 3, Issue 3, January 2015.
7. Going Organic: Mapping the Motivations and Barriers to Organic Food Purchase, *The International Journal Research Publication's Research Journal of Social Science & Management-RJSSM*, Singapore, ISSN: 2251-1571, Volume: 04, Number: 09, January 2015, pp 125-131.
8. Dynamics of Marital Status and Information Search through Consumer Generated Media: An Exploratory Study, *International Journal of Social, Management, Economics and Business Engineering* Vol: 8 No: 10, 2014, pp.2917-2922 ISSN- 1307-6892.
9. Role of Blogs as Expat Consumers source of Information, *Skyline Business Journal*, Volume IX-Issue 1, 2014, pp22-28, ISSN 1998 – 3425.
10. Impact of Firm Specific Resources on Market Entry Strategic Choice, *Asia Pacific Journal of Research in Business Management*, February 2012, Vol.3, Issue no. 2, pp.1-12 ISSN-2229-4104.
11. Determinants of Market Entry Strategy Choice of Indian Firms on GCC Soil, *International Journal of Research in Computer Application and Management*, September 2011, Vol.1, Issue no.7, pp. 4- 10 ISSN-2231-1009.

#### **List of Publications(Books):**

1. Coauthored the *Book* titled '**Significance of Customer Relationship in Enhancing Customer Equity**' ISSN no. 978-3-659-20654-2, published in 2012 by LAP LAMBERT Academic Publishing, Germany.

#### **List of Paper Presentations at International Conferences:**

1. 'Enhancing Student Employability: a Novel Approach to addressing the Current and Future Skills-Gaps in the UAE' , **7<sup>th</sup> QS-MAPLE Conference**, May1- 3, 2017, Dubai World Trade Centre, Dubai - United Arab Emirates.
2. 'Significance of Customer-Centric Strategic Orientation for Effective Customer Relationship Management', *4th International Conference on Business and Management- Fin-Tech Driven Age (ICBM)*, March 26-27, 2017, Sharjah, UAE.
3. 'Role of Technology in shaping the future of Higher Education', *World Education Congress : If not now, when?*, Mumbai, July 23-24, 2015.
4. 'Probing into the Purchase Patterns of Scents to make Cents: Understanding the Moderating Role of Gender', *3rd International Conference on Business & Management in Connected Era, Skyline University College*, 17 - 19 November 2015, Dubai UAE.

5. 'Trust in Blogs for Tourist Destination Choices', *International Conference on Tourism Milestones: Preparing for Tomorrow*, Skyline University, Sharjah, March 31-April 02, 2014.
6. 'Blogs as Consumers Source of Information: An Exploratory Study', *Global Marketing Conference, Bridging Asia and the World - Globalization of Marketing & Management Theory and Practice*, organized by Global Alliance of Marketing and Management Association, Singapore, 15-18 July 2014.
7. 'Role of Blogs as Expat Consumers source of Information-An Exploratory Study' in an *International conference organized by Commerce and Management Association of India*, Dubai Convention, 2013.
8. 'Significance of Customer Relationship Focus in Enhancing Customer Equity', *International Conference on Technology and Business Management*, UOWD, Dubai, March 26-28,2012.
9. 'Building Customer Equity by enhancing Customer Value', *International conference on 'Global Perspectives of Business and Management- Changing Dynamics*, Sharjah, 2012'.

### **Hobbies:**

Travelling

### **Biography brief:**

Dr. Ruchi Agarwal is Associate Professor at University of Modern Sciences, College of Business, Dubai. She has more than twelve years of teaching experience at Higher Education level in India, Muscat(Oman) and UAE. She has been associated with Scottish Qualification Authority and University of Stirling, Scotland and was designated as a 'Recognized Teacher' for UK universities. She has published several research articles in International Research Journals, coauthored a book on Customer Equity and presented papers in International Conferences including World Education Congress 2015and QS-MAPLE 2017. Her main areas of interest include, Consumer Behavior, Marketing Communications, Digital Marketing, Marketing Strategy and Consumer Generated Media.