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)


**List of Publications(Books):**


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


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.


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.


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.


**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.