

## **Dr. Parul Kumar**

Assistant Professor (Senior Grade)

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### Brief Profile

Dr. Parul Kumar is a passionate researcher, trainer, and educator with over 14 years of academic and professional experience. She currently serves as an Assistant Professor (Senior Grade) in the Faculty of Management at South Asian University (SAU), New Delhi. She has completed a Post Doctoral Programme from Universiti Malaysia Perlis in the area of *Investor Psychology* and a Ph.D. in Commerce from IGNOU. Prior to joining SAU, Dr. Kumar was associated with Delhi Skill & Entrepreneurship University (Government of NCT of Delhi), handling various portfolios ranging from academic to examinations.

Over the years, she has conducted numerous corporate training programs, FDPs, and workshops on statistical and analytical tools such as SPSS, Smart PLS, AMOS, EViews, and Advanced Excel, and delivered sessions on Regression Analysis, Structural Equation Modelling (SEM), Research Methodology, Research Paper Writing, and Data Analytics at premier institutions. She is also a certified SmartPLS trainer and Mendeley Advisor, with additional certifications in Data Analytics, Predictive Modelling, Financial Modelling, Regression Analysis, R Programming, and Tableau from leading global institutions including Wharton, Johns Hopkins, Rice University, IIT Roorkee, and IIM Bangalore.

Dr. Kumar has authored and co-authored several research papers published in SCIE, SSCI, Scopus, and ABDC-indexed journals. Her research interests span across Behavioural Finance, Financial Markets, Investor Psychology, Foreign Portfolio Investors, Online Education & MOOCs, Employee Psychology, and Social Sciences.

### Qualifications

- Post Doc from Universiti Malaysia Perlis
- PhD in Commerce from IGNOU

### Research Interest

- Financial Markets
- Behavioural Finance
- FinTech
- Investor Behaviour & Decision Making
- Foreign Portfolio Investors
- Online Education
- MOOCs
- Employee Psychology
- Skilling of youth & women

## Publications

- Influence of individual's readiness & perceived behavioural control nexus on the behavioural intention towards FinTech adoption (2025). *International Journal of Process Management and Benchmarking*. 19(4), 443-461. DOI: 10.1504/IJPMB.2024.10063616. (Scopus)
- Risk perception-perceived investor performance nexus: evaluating the mediating effects of heuristics and prospects with gender as a moderator (2024). *Sage Open*. 14(2), 1-18, DOI: 10.1177/21582440241256444. (SSCI & Scopus)
- Assessing the influence of organisational citizenship behaviour towards environment on economic cost performance in UAE hotels (2024). *Business Ethics, the Environment & Responsibility*. DOI: 10.1111/beer.12700. (SSCI & Scopus)
- Analysis of Variation in Foreign Inflows by Different Categories of Foreign Portfolio Investors (2024). *The Indian Economic Journal*. 72(2) 270–286, DOI: 10.1177/00194662231212752. (Scopus)
- Analysing the Behavioural, Psychological, and Demographic Determinants of Financial Decision-making of Household Investors (2023). *Heliyon*. 9 (2), DOI:10.1016/j.heliyon.2023.e13085. (SCIE & Scopus)
- The Interplay of Skills, Digital Financial Literacy, Capability, and Autonomy in Financial Decision Making and Well-Being (2023). *Borsa Istanbul Review*. 23 (1), 169-183. DOI: 10.1016/j.bir.2022.09.012. (SCIE, SSCI, Scopus)
- An Impact of Content Delivery, Equity, Support, and Self-Efficacy on Student's Learning during the COVID-19 (2023). *Current Psychology*. 42, 2460 – 2470. DOI: 10.1007/s12144-021-02053-3. (SSCI & Scopus)
- An Impact of FPI Inflows, Nifty Returns, and S&P Returns on India VIX Volatility (2022). *World Review of Science, Technology and Sustainable Development*. 18 (3/4), 289-308. DOI: 10.1504/WRSTSD.2021.10041030. (Scopus)
- A study of interaction effect of financial performance on the relationship of board gender diversity and corporate social responsibility (2021). *Prabandhan: Indian Journal of Management*. 14(8). DOI: 10.17010/pijom/2021/v14i8/165676. (Scopus)
- Working in lockdown: The relationship between COVID-19 induced work stressors, job performance, distress, and life satisfaction (2021). *Current Psychology*. 40, 6308 – 6323. DOI: 10.1007/s12144-021-01567-0. (SSCI & Scopus)
- Mediating Effect of Reputation on the Relation of Stakeholders' Centric CSR and Financial Performance (2021). *Int. J. of Business Governance and Ethics*. 15(4), 397-416. DOI: 10.1504/IJBGE.2020.10030469. (Scopus)
- A Study of Learner's Satisfaction from MOOC through a Mediation Model (2020). *Procedia Computer Science, Elsevier*, 173C, 354-363. DOI: 10.1016/j.procs.2020.06.041. (Scopus)
- An Empirical Analysis of the Relationship Between FPI and Nifty Returns (2020). *Finance India*, 34(3), 943-956. (Scopus)
- An ARDL & Cointegration Approach for Analyzing Determinants of Foreign Portfolio Investors' in India (2019). *Int. J. of Monetary Economics and Finance*, Inderscience Publishers, 12(2), 98-117. DOI: 10.1504/IJMEF.2019.100263. (Scopus)

## Awards/honours

- Awarded a project titled, "Skilling of Women in Delhi NCR: A study of limiting factors & a road ahead" from the National Commission for Women (NCW), 2022.

- Technical Vocational Education and Training (TVET) Expert in the area of Management & Finance with KPMG for Assam Skill University Project, 2023.
- Awarded Best Business Academic of the Year, 2017 (BBAY'17), a Silver medal, by the Indian Commerce Association at the 70<sup>th</sup> All India Commerce Conference held at IIS University, Jaipur, for Best Technical Paper.