

MBA - Faculty Profile



Dr Nisha Goyal
Associate Professor
SCMS-PG DSU

Brief Profile

Dr. Nisha Goyal is an Associate Professor of Finance with over 15 years of experience in teaching and research. She holds a PhD from Malaviya National Institute of Technology, Jaipur, and has qualified UGC NET-JRF. Her teaching portfolio spans Financial Management, Business Research Methods, Mergers & Acquisitions, International Financial Management, and Statistics. She is proficient in Advanced Excel, SPSS, AMOS, Smart-PLS, and SAS-JMP, which she actively applies in both research and teaching.

Her research interests lie in Corporate Finance, Behavioural Finance, Financial Literacy, FinTech, Sustainable Finance, and the emerging role of Artificial Intelligence in Finance. She has published extensively in reputed journals indexed in Scopus and Web of Science, including those under Emerald, Wiley, and ScienceDirect, which are ABDC-listed. She also serves as a reviewer for leading international publishers such as Emerald, Taylor & Francis, Inderscience, Sage, Wiley, and ScienceDirect.

An active academic mentor, she supervises several master's and doctoral students in finance-related domains. In recognition of her scholarly contributions, she received the Outstanding Faculty Award – 2023 at SCMS, Dayananda Sagar University.

Teaching

- Statistics, Business Research Methods, Corporate Finance, Mergers, Acquisitions and Restructuring, Security Analysis and Portfolio Management, International Financial Management

Publications

• Research Papers

1. Tewari S., Goyal N., Subbarao N. (2024), "Exploring the factors behind entrepreneurial success: A thematic analysis", *The Retail and Marketing Review*, Vol. 20 (2), pp. 33-51. WoS Indexed.
2. L, A., Goyal, N. (2022) "Investment Performance and Tracking Efficiency of Indian Equity Exchange Traded Funds", *Asia- Pacific Financial Markets* (Springer)- **SCOPUS Indexed (Q2), Listed in ABDC.**
3. Kumar, S., Rao, S., Goyal, K., Goyal, N. (2022) "Journal of Behavioral and Experimental Finance: A Bibliometric Overview", *Journal of Behavioral and Experimental Finance*. (Elsevier Publication)- **SCOPUS Indexed (Q1), Listed in ABDC-A category.**
4. Kumar, S., Sureka, R., Lim, W. M., Mangla, S., **Goyal, N.** (2021) "What do we know about business strategy and environmental research? Insights from Business Strategy and the Environment", *Business Strategy and the Environment*- **SCOPUS Indexed (Q1), Listed in ABDC- A category.**
5. Rao, P., **Goyal N.**, Kumar, S. and Hassan, K. (2021) "Vulnerability of Financial Markets in India: The Contagious Effect of COVID-19", *Research in International Business and Finance*- **SCOPUS Indexed (Q1), Listed in ABDC.**

6. Baker, H. K., Kumar, S. and Goyal N. (2019) "Personality Traits and Investors Sentiment", *Review of Behavioral Finance*. [Emerald Publication]- **SCOPUS Indexed (Q1), Listed in ABDC**.
7. Baker, H. K., Kumar, S., Goyal, N., & Gaur, V. (2019), "How financial literacy and demographic variables relate to behavioral biases", *Managerial Finance*, Vol. 45 (1), pp. 124-146. [Emerald Publication]- **SCOPUS Indexed (Q2), Listed in ABDC**.
8. Kumar, S., Goyal, N., & Basu, R. (2018). Profiling emerging market investors: a segmentation approach. *International Journal of Bank Marketing*, Vol. 36(3), pp. 441-455. [Emerald Publication]- **SCOPUS Indexed (Q1), Listed in ABDC- A Category**.
9. Singh, H. P., Goyal, N. and Kumar, S. (2016), "Behavioural Biases in Investment Decisions: An Exploration of the Role of Gender", *Indian Journal of Finance*, Vol.10 Issue 6, pp. 51-62. **SCOPUS Indexed-(Q2), Listed in ABDC**.
10. Kumar, S. and Goyal, N. (2016), "Evidence on rationality and behavioural biases in investment decision making", *Qualitative Research in Financial Markets*, Vol. 8 (4), pp. 270-287. [Emerald Publication] - **Indexed in Scopus (Q1), Listed in ABDC**.
11. Kumar, S. and Goyal, N. (2015), "Behavioural biases in investment decision making—a systematic literature review", *Qualitative Research in financial markets*, Vol. 7 (1), pp. 88-108. [Emerald Publication] - **Indexed in Scopus (Q1), Listed in ABDC**.

• **Book Chapters**

1. Roy, P., Goyal, N., Das, A., Chakraborty, A., & Nguyen, C. (2025). Digital financial inclusion: Enabling global equitable and sustainable development in the 21st century. In *Innovation, entrepreneurship and sustainability: A way forward* (pp. 377–394). Cambridge Scholars Publishing.
2. R, V., Goyal, N. (2023) "Growth of Green Investments Through FinTech Innovations", *The Sustainable Fintech Revolution: Building a Greener Future for Finance*, IGI Global, Scopus Indexed

• **Conference Paper Presentations**

1. Nisha Goyal, "Examining Graduate Students' Adoption of Artificial Intelligence (AI) for Enhanced Investment Decision-Making" Recent Trends in Multidisciplinary Research and Innovation organized by International Institute for Soecial Education on 29-30 Nov. 2024.
2. Alamelu L. and Nisha Goyal, "What do We Know about the Performance of Indian Exchange Traded Funds?," Second Annual Capital Markets Conference 2021 (Webinar Mode) on "Investors Interest and Innovative Instruments organized by NISM on July 22-23, 2021.
3. Nisha Goyal and Satish Kumar , "Exploring Behavioural Biases Among Indian Investors: A Qualitative Inquiry," IISES International Academic Conference, London by IISES at London / 00-00 / 2019.
4. Nisha Goyal and satish Kumar, "Further evidence on rationality and behavioural biases in investment decision making" at International Conference on Financial Markets and Corporate Finance Organized by Department of Management Studies, IIT, Madras on August 12-13, 2016.

Awards & Achievements

1. Received outstanding Faculty Award- 2023 for Research Contribution at SCMS, Dayananda Sagar University.
2. Junior Research Fellowship (JRF) by University Grant Commission in 2012 and Senior Research Fellowship (SRF) in 2015.

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