

Dr. Bhoomika Trehan

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Brief Profile

Working as an Assistant Professor and Training Placement Officer in MBA Department from 2016 and also the member of Alumni Committee of ICCMRT. I have Ph.D. in Finance from Amity University and UGC NET JRF (2012) with years of research experience in the area of Behavioural Finance and Stock Markets. With over 10 years of industry and teaching experience, I am also a resource person to various training programs related to time and stress management, capacity building, etc.

Designation

Assistant Professor

Educational Qualifications

- Doctoral Degree in the area of Management from Amity University in 2022 on the topic “The Effect of Behavioural Biases on Investor’s Decision – Gender Analysis”.
- M.B.A in Corporate Management from Institute of Management Sciences, University of Lucknow in 2009.
- Passed B.Com from Avadh Girls’ Degree College, University of Lucknow in 2006.
- Passed HSC from Seth M.R Jaipuria School (ISC) in 2003
- Passed SSC from Seth M.R. Jaipuria School (ICSE) in 2001

Work Experience

- Working as an Assistant Professor and Training and Placement Officer in Institute of Co-operative and Corporate Management Research and Training (ICCMRT) from 19th August, 2016.
- Worked as an Assistant Professor in Lal Bahadur Shastri Institute of Management and Development Studies from 5th August 2010 to 17th August, 2016.
- Worked as an Asset Loan Desk Officer in Axis Bank, Alambagh Branch for 1.5 years in 2009.

Publications

- Trehan, B & Sinha, A. (2021). A study of confirmation bias among online investors in virtual communities. *International Journal of Electronic Finance*, 10(3), 159-179. (Scopus)
- Trehan, B & Sinha, A. (2020). The effect of behavioural biases on retirement planning. *Test Engineering and Management*. 82. (Scopus).
- Trehan, B. & Sinha, A. (2019). Investigating Investors' Herd Behaviour. *Amity Business Journal*, 8(1).
- Trehan, Bhoomika and Sinha, Amit Kumar, A Study of Existence of Overconfidence Biases among Investors and Its Impact on Investment Decision (November 16, 2018). *ELK Asia Pacific Journals – Special Issue (2018)*; ISBN: 978-93-855370-1-1 , Available at SSRN: <https://ssrn.com/abstract=3285671>

Training Programmes / FDP attended

- Qualified NISM Series V-A Mutual Fund Distribution Certification Examination on 16th December, 2022
- Certificate of Completion “Technical Analysis Masterclass : Trading by Technical Analysis on September, 2022.
- Participated in the 7 Days Online Faculty Development Programme organized by Amity University of Travel and Tourism in association with Academic Staff College and Indian Tourism and Hospitality Congress on the topic “Contemporary Research Practices in Social Sciences” from 30th May – 5th June, 2020.
- Participated in Faculty Development Programme on “Contemporary Issues in Financial Sector Opportunities and Challenges” at LBS Girls College of Management, Lucknow

Seminars / Workshops / Conferences

- Participated in the National Seminar on “Transforming the Business Landscape through Digital and Data Driven Strategies organized by Lal Bahadur Shastri Group of Institutions, Lucknow on 29th April, 2023.
- Presented a paper titled “Understanding the application of neural networks to predict investor behaviour at “Role of Technological Disruption in Management, Science and Humanities in Emerging World Order” organized by Amity Business School, Amity University, Uttar Pradesh on 28-29 October 2020.
- Presented a paper titled “An empirical study on the existence of representativeness bias and availability bias in the investors of Lucknow” at 2nd Asia-Pacific conference on Managing Business Sustainability on 15-17th December, 2017 organized by Jaipuria Institute of Management .
- Presented a paper titled “A study of existence of overconfidence biases among investors and its impact on investment decisions” at National Conference on Finance and Economics held on 9th and 10th December, 2016 at Jaipuria Institute of Management, Lucknow.
- Participated in a two day workshop of Case Writing for PhD Scholars on 25 & 26 April, 2016.
- Presented a paper titled “Role of rising middle class in the emerging Indian Economy” at International Conference on “Growth Drivers of Emerging Market Economies” at Amity Business School, Amity University, Lucknow on March 17th – 18th, 2016.

- Participated in Indian Romanian International Seminar on “Multiculturalism: Its Relevance In Present Scenario” on 19th August, 2015 organized by Management and Research Institute

Achievements/Awards

- UGC NET JRF qualified for Lectureship in December 2012 and UGC NET in June 2012 and June 2011.
- Exemplary Contribution in Placements for the year 2020 for ICCMRT by Women on March 8th, 2021 at Sahkarita Bhawan, UP Cooperative Department, Lucknow