

Dr. Neeru Gupta

Assistant Professor
9th Floor, 9th Block
Department of Management (MBA)
Maharaja Agrasen Institute of Technology, Sec-22, Rohini
E.Mail: neerugupta@mait.ac.in, doctorneerugupta@gmail.com



Qualification:

Ph.D, M.Phil, MBA

Area of Interest

Accounting and Finance

Research publication:

Book Published	:1
Journal International	: 3
Conference International	:3
Journal national	:11
Conference national	:3

Publications Detail:

Book Title: General Insurance Industry in India: Perceptions Across Three Tier by Wisdom Publications, New Delhi

Research Papers:

- **“Causality Between Stock Price and Exchange Rate: Evidence from India”**, published by Apeejay Journal of Management Science and Technology, Greater Noida
- **“Problems to DOs: An Empirical analysis of General Insurance Companies in India”**, in Journal “Asia-Pacific Marketing Review”, published by Asia Pacific Management Institute.
- **“A Study of Customer satisfaction in General Insurance Companies in India”**, in Journal of IPM Meerut, published by Institute of Productivity and Management
- **“Measurement of Customer Satisfaction in General Insurance Industry: A Confirmatory Factor Analysis Approach”**, published in edited Book “Business Rethinking and Innovative Solutions Together for Reinventing Management”, published by VIPS, Delhi.
- **“Marketing Practices Measurement Scale: A Study of Current Practices of General Insurance Companies”**, in journal “Effulgence” published by RDIAS, Delhi