

Faculty Profile

Dr. Ashish Gupta

Associate Professor (Senior Grade)

Faculty of Management

South Asian University (SAU), New Delhi

(An International University established by SAARC Nations)

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Profile

Dr. Ashish Gupta is presently working as a Full-time Faculty (Associate Professor – Senior Grade) - Marketing Area in Faculty of Management at South Asian University (SAU), New Delhi, (An International University established by SAARC Nations). Previously he worked with Indian Institute of Foreign Trade (IIFT), New Delhi (One of the Premier Business Schools in India), An Autonomous Institution of Ministry of Commerce and Industry, Govt. of India. His research interests are in Marketing, Consumer Behaviour and General Management (Higher Education, Design Thinking etc). He has over 10+ years of teaching, research, and consulting experience in the area of Marketing and Management. He has more than 50+ research papers including case studies to his credit published in international journals with high impact factor indexed in ABDC, SSCI and SCOPUS like Marketing Intelligence and Planning; Journal of Consumer Marketing; Journal of Retailing and Consumer Services; British Food Journal; Asia Pacific Journal of Marketing & Logistics; Benchmarking- an International Journal; International Journal of Emerging Markets; Journal of Internet Commerce; Journal of Promotion Management; International Journal of Quality and Service Sciences; Young Consumers; American Business Review; Emerald Emerging Markets Cases etc. He has edited several books in the area of business management which are published by leading global publishers such as: Springer, Palgrave Macmillan, Emerald, World Scientific, Routledge etc. He has delivered 50+ invited talks in several workshops and faculty and executive development programmes.

Dr. Gupta has presented more than 60+ research papers in International and National conferences such as American Marketing Association, Academy of Marketing etc. He conducted / completed several workshops, FDP and MDPs in the area of marketing, case-based teaching, research paper writing, writing research grant proposals etc. Dr. Gupta is actively engaged in funded research projects in the area of Internationalization of Business Education, Sustainability and Smart Farming Practices, Internationalisation of SMEs sponsored by ICSSR, Ministry of Education, Ministry of MSMEs, Govt. of India respectively.

He is a member of Sectional Committee, SSD 11 on 'Retail, E-Commerce & E-Payment Services' International Standard Organization (ISO), Bureau of Indian Standards (BIS), Ministry of Consumer Affairs, Food & Public Distribution, Government of India.

Name: Dr. Ashish Gupta

Specialization: Marketing

Designation: Associate Professor (Senior Grade)

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Qualification: Ph.D. (Management), UGC-NET (Management), MBA, ICPFD (Aston Business School, Aston University, UK)

Areas of Interest / Specialization: Marketing Management; Consumer Behaviour; Marketing Communication; International Marketing; Service Marketing; Internationalisation; Higher Education; Business Education

Research & Social Connect:

[ORCID](#) [LinkedIn](#) [Google Scholar](#) [WoS Researcher ID](#) [Scopus ID](#) [Research Gate](#) [Twitter](#)

WORK EXPERIENCE

- Associate Professor (Senior Grade) – Marketing Area, Faculty of Management, South Asian University (SAU), New Delhi, India (An International University established by SAARC Nations) from 4th July 2025 to till Date.
- Assistant Professor-Marketing Area, Indian Institute of Foreign Trade (An Autonomous Institution Under Ministry of Commerce and Industry, Govt. of India), New Delhi, India from 23-03-2018 to 03rd July 2025.
- Assistant Professor, Department of Business Management, Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar, Madhya Pradesh, India from 27-05-2013 to 20-03-2018.
- Full-Time Research Scholar, School of Management Studies, Motilal Nehru National Institute of Technology (An Institute of National Importance Declared by Govt. of India) – Prayagraj, Uttar Pradesh, India from 15-7-2010 to 26-05-2013.

VISITING ASSIGNMENT UNDERTAKEN

- Taught a course on ‘Consumer Behaviour’ to MBA students at National Institute of Food Technology and Entrepreneurship Management (NIFTEM)- An Autonomous Institution Under Ministry of Food Processing Industries (MoFPI), Sonapat, Haryana, during (February-May), 2019.

PHD SUPERVISION & GUIDANCE

- PhD Supervisor of Ms. Devanshi Mehra, Full Time Doctoral Student in the Marketing area, IIFT, New Delhi since October, 2023.
- PhD Supervisor of Ms. Ayushi Gupta, Full Time Doctoral Student in the Marketing area, IIFT, New Delhi since April, 2022.

- PhD Supervisor of Mr. Lokesh Kumar, Part Time Doctoral Student in the Marketing area, IIFT, New Delhi since April, 2022.
- PhD Supervisor of Ms. Shivaneer Chauhan, Part Time Doctoral Student in the Marketing area, IIFT, New Delhi since January, 2019.
- Doctoral Advisory Committee (DAC) Member Mr. Surjodeb Sarkar, Doctoral Student in Marketing area, Indian Institute of Foreign Trade, Kolkata since June 2022.
- Doctoral Advisory Committee (DAC) Member Mr. Mainak Sarkar, Doctoral Student in Marketing area, Indian Institute of Foreign Trade, Kolkata since June 2022.
- Doctoral Advisory Committee (DAC) Member of Ms Neeti Nagar, Doctoral Student in the Marketing area, IIFT, New Delhi since September, 2022.
- Doctoral Advisory Committee (DAC) Member Mr. Shovan Bhattacharya, Doctoral Student in Marketing area, Indian Institute of Foreign Trade, Kolkata since June 2021.
- Doctoral Advisory Committee (DAC) Member of Ms. Priyanka Rajpal, Doctoral Student in Marketing area, Indian Institute of Foreign Trade, New Delhi since August 2018 - May 2020.

INTERNATIONAL VISITS / ASSIGNMENTS

- Aston Business School, Aston University, Birmingham, United Kingdom (UK) in August 2019.
- Visit to United Arab Emirates (Dubai, Sharjah, Ajman, Ras- Al- Khaimah) on International Port Visit and Other Business Sites in January 2024.
- Visit to Italy for attending American Marketing Association International Conference in May 2024.

INTERNATIONAL POSITIONS

- Working Group (WG) Member, ISO/PC 335 - 'Guidelines for organizations to increase consumer understanding of online terms and conditions' at International Organization for Standardization (ISO), Geneva, Switzerland since June 2023.
- Country Liaisoning and Research Collaborator on the 'Global Gen Z Research Project' led by Prof. Corey Seemiller, Wright State University, Ohio, USA.

ADMINISTRATIVE RESPONSIBILITIES

- Faculty Coordinator – International Relations and Outreach (IRO), Faculty of Management (FoM), South Asian University (SAU), New Delhi, India (An International University established by 08 SAARC Nations).
- Program Director (PD) for Master in Business Administration (International Business) - Full Time Batch 2024-26, Delhi Campus, Under GSM Division, Indian Institute of Foreign Trade, New Delhi.
- Program Director (PD) for Master in Business Administration (International Business) - Part Time Batch 2022-25, Delhi Campus, Under GSM Division, Indian Institute of Foreign Trade, New Delhi.

- Program Director (PD) for Certificate Programme in Export and Import Management [Offline] (July - November 2024) Under MDP Division, Indian Institute of Foreign Trade, New Delhi.
- Program Director (PD) for Certificate Programme in Export and Import Management [Hybrid] (January - May 2024) Under MDP Division, Indian Institute of Foreign Trade, New Delhi.
- Program Director (PD) for Certificate Programme in Export and Import Management [Hybrid] (February - June 2023) Under MDP Division, Indian Institute of Foreign Trade, New Delhi.
- Program Director (PD) for Professional Training Programme (January - June 2023) Under MDP Division on 'International Business Analytics and Marketing Intelligence', Indian Institute of Foreign Trade, New Delhi.
- Program Director (PD) for Master in Business Administration (International Business)- Full Time, Batch 2022-24, Delhi Campus Under GSM Division, Indian Institute of Foreign Trade, New Delhi.
- Program Director (PD) for Professional Training Programme Under MDP Division on 'International Business Analytics and Marketing Intelligence', Indian Institute of Foreign Trade, New Delhi.
- Program Director (PD) for Master in Business Administration (International Business)- Full Time, Batch 2020-22, Delhi Campus Under GSM Division, Indian Institute of Foreign Trade, New Delhi.
- Core Team Member, International Accreditations (AACSB, AMBA & EQUIS) & Rankings and Data Submissions, Indian Institute of Foreign Trade, New Delhi.
- Member, Anti-Ragging Squad for academic year 2022-23 w.e.f. June 2022.
- Faculty In-charge and Nodal Officer - Rankings and Data Submissions, Indian Institute of Foreign Trade, New Delhi.
- University Level Nodal Officer for Association of Indian Universities (AIU) at Indian Institute of Foreign Trade, New Delhi since 18-08-2020.
- Nodal Officer for All India Survey on Higher Education (AISHE) Conducted by Ministry of Education (MoE), Government of India Indian Institute of Foreign Trade, New Delhi since 18-08-2020.
- Member of Academic Council (Term 02 Year) as on date 08-07-2020 till 07-07-2022, Indian Institute of Foreign Trade (IIFT), New Delhi.
- Local Coordinator - MHRD-GIAN Scheme, Ministry of Education, Govt. of India at Indian Institute of Foreign Trade, New Delhi, since 19-02-2020.

EDITORIAL POSITIONS – JOURNALS

- Editorial Advisory Member (EAB), International Journal of Quality and Service Science (IJQSS), Emerald Publishing, UK. [Indexed in ABDC – B; SCOPUS; ABS; ESCI; Impact Factor – 3.9]

PUBLICATIONS

Research Papers (Published / Accepted for Publication in Journals)

- Chawla, G., Gupta, A., Kaurav, R. P S., & Bathla, A. (2025). Setting Quality Standards for Management Education: Lessons from Internationalization in Indian Business Schools. *International Journal of Quality & Reliability Management*. **Accepted**. [ABDC-B; ESCI; SCOPUS; Impact Factor – 3.20]
- Verma, S., Gupta, A., & Kashive, N. (2025). Exploring elderly's resistance towards mHealth Apps: The role of distrust, technology optimism and health consciousness. *Services Marketing Quarterly*. <https://doi.org/10.1080/15332969.2025.2503084>. **Accepted**. [ABDC-B; ESCI; SCOPUS; Impact Factor – 2.60]
- Bathla, A., Chawla, G., Gupta, A. & Mahrane, H. (2025). Beyond the Boardroom: Design Thinking and Leadership for Value Creation in Business Ecosystem. *Cogent Business & Management*. 12 (1), 1-20 <https://doi.org/10.1080/23311975.2025.2491680> [ESCI; SCOPUS; Impact Factor – 3.0]
- Khanna P., Sehgal, R., Gupta, A., Dubey, A. M., & Srivastava, R. (2025). Over-the-top (OTT) Platforms: A Review, Synthesis and Research Directions. *Marketing Intelligence & Planning*, 43 (2), 323-348. <https://doi.org/10.1108/MIP-03-2023-0122>. [ABDC-A; SSCI; SCOPUS; Impact Factor – 3.60]
- Verma, S., Kashive, N., & Gupta, A. (2025). Examining predictors of generative-AI acceptance and usage in academic research: a sequential mixed-methods approach. *Benchmarking: An International Journal*. <https://doi.org/10.1108/BIJ-07-2024-0564>. [ABDC-B; ESCI; SCOPUS; Impact Factor – 4.80]
- Tak, P., Panwar, S., & Gupta, A. (2024). Mobile Shopping App Adoption: A UTAUT Theory Perspective. *International Journal of Indian Culture and Business Management*. (Ahead of Print/Accepted). [ESCI - Web of Science; UGC – CARE; Impact Factor- 1.0]
- Gupta, A., & Maheshwari, P. (2024). Mall Shopping Customer Experience in Tier-II Cities: A Generational Cohort Theory Perspective. *International Journal of Indian Culture and Business Management*. (Ahead of Print/Accepted). [ESCI - Web of Science; ABS-1; UGC – CARE; Impact Factor- 1.0]
- Bathla, A., Chawla, G., & Gupta, A. (2024). Design Thinking in Education: Reviewing the Past for Setting Future Research. *Journal of Knowledge Economy*. (Ahead of Print/Accepted). [ESCI - Web of Science; UGC – CARE; Impact Factor- 4.0]
- Kumar, J., Dixit, S., Gupta, A., & Dharwal, M. (2024). Positioning the Taboo Product: Pee Buddy. *FIIB Business Review*, 13(5), 517-527. <https://doi.org/10.1177/23197145231151737>. [ABDC-C; SCOPUS; ESCI; UGC CARE; Impact Factor - 2.6]
- Bhattacharya, S., Sharma, R. P., & Gupta, A. (2024). Determinants of consumer perceptions of the ethics of online retailers: An investigation using confirmatory factor analysis. *Vision-The Business Perspective Journal*. 28 (4), 436-447, <https://doi.org/10.1177/09722629211040880>. [ABDC-C; SCOPUS; ESCI; Impact Factor- 2.8]
- Aggrawal, A., Srivastava, S., Gupta, A., & Singh, G. (2024). Food Wastage and Consumerism in Circular Economy: A Review and Research Directions. *British Food*

Journal, 126 (6), 2561-2587. <https://doi.org/10.1108/BFJ-04-2023-0272>. [ABDC-B; SCI; SCOPUS; Impact Factor - 3.3]

- Bathla, A., Chawla, G., & Gupta, A. (2024). Benchmarking Design Thinking as a tool for Education: A Systematic Review and Future Research Agenda. *Benchmarking- an International Journal*. <https://doi.org/10.1108/BIJ-09-2023-0603>. (Ahead of Print). [ABDC-B; ESCI; SCOPUS; Impact Factor – 5.6]
- Bhattacharya, S., Sharma, R. P., & Gupta, A. (2024). Consumer perception regarding the ethics of online retailing: a review, synthesis, and future research directions. *International Journal of Electronic Marketing and Retailing*, 15(2), 181–202. <https://doi.org/10.1504/ijemr.2024.136981> [ABDC-C; SCOPUS]
- Garg, J., Singh, A. K., & Gupta, A. (2023). Human capital in knowledge-based firms: Re-creating value post-pandemic. *Human Systems Management*, 42(6), 593–607. <https://doi.org/10.3233/hsm-220156>. [ABDC-C; ESCI; SCOPUS; Impact Factor – 2.3]
- Gupta, A., Kumar, A., & Melese, E. (2023). Young consumer engagement at the bottom of pyramid: applying S-O-R framework in e-commerce context. *Young Consumers Insight and Ideas for Responsible Marketers*, 24(6), 786–806. <https://doi.org/10.1108/yc-06-2022-1542>. [ABDC-B; ESCI; SCOPUS; UGC-CARE; Impact Factor – 3.0]
- Dwivedi, Y. K., Kshetri, N., Hughes, L., Rana, N. P., Baabdullah, A. M., Kar, A. K., Koochang, A., Ribeiro-Navarrete, S., Belei, N., Balakrishnan, J., Basu, S., Behl, A., Davies, G. H., Dutot, V., Dwivedi, R., Evans, L., Felix, R., Foster-Fletcher, R., Giannakis, M., . . . Yan, M. (2023). Exploring the Darkverse: A Multi-Perspective Analysis of the negative societal impacts of the Metaverse. *Information Systems Frontiers*, 25(5), 2071–2114. <https://doi.org/10.1007/s10796-023-10400-x>. [ABDC-A; SSCI; SCOPUS; Impact Factor – 6.90] [Contribution Section 2.5]
- Kumar, J., Tapar, A. V., Gupta, A., & Ranjan, J. (2023). Investigating the Role of Consumer Personality Orientations and Use of Threat in Social Cause Advertising during Covid 19. *Journal of Promotion Management*, 29(6), 791–823. <https://doi.org/10.1080/10496491.2023.2165211>. [ABDC-B; SSCI; SCOPUS]
- Bhattacharya, S., Sharma, R. P., & Gupta, A. (2022). Country-of-origin and online retailing ethics: the mediating role of trust and satisfaction on purchase intention. *International Journal of Emerging Markets*. <https://doi.org/10.1108/ijoem-08-2021-1233>. [ABDC-B; SSCI; SCOPUS; Impact Factor – 2.7]
- Munjal, P., Shanker, R., Gupta, A., & Maheshwari, P. (2022). Modelling drivers and outcomes of fashion and apparel social media brand communities' engagement. *International Journal of Management Practice*, 16(1), 59. <https://doi.org/10.1504/ijmp.2023.127680>. [SCOPUS; ABS-1; UGC-CARE]
- Bhattacharya, S., Sharma, R. P., & Gupta, A. (2022a). Does e-retailer's country of origin influence consumer privacy, trust and purchase intention? *Journal of Consumer Marketing*, 40(2), 248–259. <https://doi.org/10.1108/jcm-04-2021-4611>. [ABDC-A; SSCI; SCOPUS; Impact Factor – 2.7]
- Kumar, J., Singh, A., & Gupta, A. (2022). Robin hood insurance broking: driving growth with differentiation. *Emerald Emerging Markets Case Studies*, 12(1), 1–28. <https://doi.org/10.1108/eemcs-10-2021-0325>. [SCOPUS]

- Chauhan, S., Akhtar, A., & Gupta, A. (2022). Customer experience in digital banking: a review and future research directions. *International Journal of Quality and Service Sciences*, 14(2), 311–348. <https://doi.org/10.1108/ijqss-02-2021-0027>. [ABDC-B; ESCI; SCOPUS; Impact Factor – 2.6]
- Gupta, A., Kumar, J., Tewary, T., & Virk, N. K. (2021). Influence of cartoon characters on generation alpha in purchase decisions. *Young Consumers Insight and Ideas for Responsible Marketers*, 23(2), 282–303. <https://doi.org/10.1108/yc-06-2021-1342>. [ABDC-B; ESCI; SCOPUS; UGC-CARE; Impact Factor – 3.5]
- Roy, S., Kesharwani, A., & Gupta, A. (2021). Demystifying User’s attachment of Smartphone Apps: A value orientation perspective. *Journal of Internet Commerce*, 20(4), 450–478. <https://doi.org/10.1080/15332861.2021.1979301>. [ABDC-B; SSCI; SCOPUS; UGC-CARE; Impact Factor – 4.3]
- Tandon, A., Gupta, A., & Katiyar, G. (2021). Motivations of social entrepreneurs: use of self-determination theory to gain insight into the Indian scenario. *International Journal of Business and Globalisation*, 28(4), 388. <https://doi.org/10.1504/ijbg.2021.117353>. [SCOPUS; UGC-CARE]
- Khandelwal, U., Tripathi, V., & Gupta, A. (2021). A Bibliometric Analysis of Green Branding Research from 2000 to 2019. *Vision the Journal of Business Perspective*, 28(1), 87–97. <https://doi.org/10.1177/09722629211033916>. [ABDC-C; ESCI; SCOPUS; UGC-CARE; Impact Factor – 2.8]
- Gupta, A., Kumar, J., Dixit, S., Khan, M. C. R., & Dharwal, M. (2021). Swiggy refurbishes trust: Managing reputation meltdown through public relations. *Vision the Journal of Business Perspective*, 25(3), 373–383. <https://doi.org/10.1177/09722629211024518>. [ABDC-C; ESCI; SCOPUS; UGC-CARE; Impact Factor – 2.8]
- Chauhan, S., Akhtar, A., & Gupta, A. (2021). Gamification in banking: a review, synthesis and setting research agenda. *Young Consumers Insight and Ideas for Responsible Marketers*, 22(3), 456–479. <https://doi.org/10.1108/yc-10-2020-1229>. [ABDC-B; ESCI; SCOPUS; UGC-CARE; Impact Factor – 3.5]
- Tewary, T., Gupta, A., Mishra, V., & Kumar, J. (2021). Young working women’s purchase intention towards organic cosmetic products. *International Journal of Economics and Business Research*, 22(2/3), 256. <https://doi.org/10.1504/ijebr.2021.116351>. [ABDC-C; SCOPUS; UGC-CARE]
- Tiwari, P., Tiwari, S. K., & Gupta, A. (2021). Examining the impact of customers’ awareness, risk and trust in M-Banking adoption. *FIIB Business Review*, 10(4), 413–423. <https://doi.org/10.1177/23197145211019924>. [ABDC-C; SCOPUS; ESCI; UGC CARE; Impact Factor - 2.6]
- Kumar, J., Gupta, A., & Dixit, S. (2020). Netflix: SVoD entertainment of next gen. *Emerald Emerging Markets Case Studies*, 10(3), 1–36. <https://doi.org/10.1108/eemcs-04-2020-0108>. [SCOPUS; UGC-CARE]
- Kumar, J., Gupta, A., Tapar, A. V., & Khan, M. C. R. (2020). EXOS: does the retention of salesforce matter in entrepreneurial start-ups? *Emerald Emerging Markets Case Studies*, 10(3), 1–14. <https://doi.org/10.1108/eemcs-03-2020-0085>. [SCOPUS; UGC-CARE]
- Tandon, A., Gupta, A., Goel, P., & Singh, V. K. (2020). Impact of digitisation on entrepreneurial ecosystems: an Indian perspective. *International Journal of Business and*

Globalisation, 25(2), 154. <https://doi.org/10.1504/ijbg.2020.107887>. [SCOPUS; UGC CARE]

- Gupta, A., Mishra, V., & Tandon, A. (2020). Assessment of Shopping Mall Customers' Experience through Criteria of Attractiveness in Tier-II and Tier-III Cities of India: An Exploratory Study. *American Business Review*, 23(1), 70–93. <https://doi.org/10.37625/abr.23.1.70-93>. [ABDC-A; SCOPUS; ESCI; UGC CARE]
- Rajpal, P., Gupta, A., & Shanker, R. (2020). Customer engagement with social media brand communities: An opinion-based outlook. *Asian Journal of Research in Business Economics and Management*, 10(4), 8–32. [UGC-CARE]
- Algharabat, R., Rana, N. P., Alalwan, A. A., Baabdullah, A., & Gupta, A. (2019). Investigating the antecedents of customer brand engagement and consumer-based brand equity in social media. *Journal of Retailing and Consumer Services*, 53, 101767. <https://doi.org/10.1016/j.jretconser.2019.01.016>.
- Rahman, M., Rashid, M. C., Kumar, J., & Gupta, A. (2020). Does consumer demographics effects store loyalty in departmental stores. *Academy of Marketing Studies Journal*, 24(4), 1–18. [ABDC-B; SCOPUS; UGC-CARE]
- Kumar, J., Gupta, A., M., Rashid, M. C., & Shyam, H. S. (2019). Impact of services quality in e-banking: Evidence from Indian public banks. *Academy of Marketing Studies Journal*, 24(1), 1–20. [ABDC-B; SCOPUS; UGC-CARE]
- Singh, R. K., Gupta, A., & Maheshwari, P. (2019). Hotel visitor's satisfaction towards service quality: Insights from Semi-Urban City of Madhya Pradesh in India. *Asian Journal of Multidimensional Research*, 8(6), 78. <https://doi.org/10.5958/2278-4853.2019.00219.2>. [UGC-CARE]
- Gupta, A. (2018). ICT Adoption: An Agenda for Research. *Kindler*, 18(1), 73-88.
- Goswami, P., & Gupta, A. (2018). Small scale industries and factors affecting their performance: A literature review. *Prestige International Journal of Management & Information Technology*, 7(1), 126–150.
- Tandon, A., Gupta, A., & Tripathi, V. (2016). Managing shopping experience through mall attractiveness dimensions. *Asia Pacific Journal of Marketing and Logistics*, 28(4), 634–649. <https://doi.org/10.1108/apjml-08-2015-0127>. [ABDC-A; SCOPUS; SSCI; UGC CARE; Impact Factor- 3.9]
- Tandon, A., Gupta, A., & Tripathi, V. (2016). The viability of benefit segmentation in Tier-II cities of India - identifying benefits sought by Indian customers. *International Journal of Business Innovation and Research*, 10(4), 501–518. <https://doi.org/10.1504/IJBIR.2016.076764>. [ABDC-C; SCOPUS; UGC CARE]
- Gupta, A., & Dhami, A. (2015). Measuring the impact of security, trust and privacy in information sharing: A study on social networking sites. *Journal of Direct Data and Digital Marketing Practice*, 17(1), 43–53. <https://doi.org/10.1057/dddmp.2015.32>. [SCOPUS; UGC-CARE]
- Gupta, A., & Sahu, G. (2015). Exploring relationship marketing dimensions and their effect on customer loyalty - a study of Indian mobile telecom market. *International Journal of Business Innovation and Research*, 9(4), 375. <https://doi.org/10.1504/ijbir.2015.070176>. [ABDC-C; SCOPUS; UGC CARE]

- Tripathi, V., Tandon, A., & Gupta, A. (2015). Experiencing flavourful fun: delighting customers the RB way. *Global Business Review*, 16(2), 341–347. <https://doi.org/10.1177/0972150914564440>. [ABDC-C; ESCI; SCOPUS; UGC CARE; Impact Factor – 2.3]
- Gupta, A., & Tiwari, S. K. (2015). Understanding impact of e-service quality on customer satisfaction in e-tailing services. *Amity Journal of Management*, 3(2), 33–36. [UGC-CARE]
- Sharma, A., Gupta, A., & Bharti, S. K. (2014). Factors determining service quality aspects of banking sector in India (with special reference to Delhi NCR- a pilot study). *International Journal of Trade and Commerce*, 3(1), 55–62.
- Tandon, A., Tripathi, V., & Gupta, A. (2014). The transformation of value and evolution of customer experience: an exploration of the typologies, facets and significance. *International Journal of Indian Culture and Business Management*, 8(4), 425. <https://doi.org/10.1504/ijicbm.2014.062479>. [ESCI - Web of Science; UGC – CARE; Impact Factor- 1.0]
- Sharma, A., Bharti, S. K., & Gupta, A. (2014). Customer behavioural nuances in banking sector: A study of Delhi NCR region. *Tecnia Journal of Management Studies*, 8(1), 63–66.
- Gupta, A., & Sahu, G. (2013). Factors influencing adoption of relationship marketing practices for overall growth of firm: an ISM-based model validation. *International Journal of Electronic Customer Relationship Management*, 7(1), 21–44. <https://doi.org/10.1504/ijecrm.2013.054074>. [ABDC-C; SCOPUS; UGC-CARE]
- Tandon, A., & Gupta, A. (2013). The orchid: Building sustainable advantages through green hospitality. *Asia Pacific Marketing Review*, 2(1), 109–116. [UGC-CARE]
- Gupta, A., & Sahu, G. P. (2012). A literature review and classification of relationship Marketing research. *International Journal of Customer Relationship Marketing and Management*, 3(1), 56–81. <https://doi.org/10.4018/ijcrmm.2012010104>. [SCOPUS; UGC-CARE]
- Gupta, A., & Sharma, A. (2012). Mobile banking: A tool of financial inclusion. *EDUCATOR-The FIMT Journal*, 2(1), 21–30.
- Gupta, A., Dubey, A. M., Mishra, M., & Sahu, G. P. (2012). E-Governance in India: Transformation in approach. *Uttaranchal Business Review*, 1(1), 133–142. <https://uu-img.s3.ap-south-1.amazonaws.com/2018/01/01-Dec-2011.pdf>. [UGC-CARE]
- Gupta, A. (2012). Rural retail revolution: The rise of rural market. *South Asian Journal of Marketing & Management Research*, 1(3), 34–53. <http://www.indianjournals.com/IJOR.ASPX?target=ijor:sajmmr&volume=1&issue=3&article=003>.
- Gupta, A. (2011). The impact of negative emotional advertising appeals on cognitive message processing style of Indian consumer with specific focus on FMCG product's appeals - a study based on survey of housewives of Mathura city, UP. *Journal of Commerce and Management Thought*, 2(2), 210–220. [UGC-CARE]
- Gupta, A. (2011). Consumer perception towards shopping experience with malls in Agra city (UP) India-An exploratory study. *ACME Journal of Management*, 9(6), 40–57.

Pedagogical Cases and Teaching Material

- Kumar, J., Dixit, S., Gupta, A., & Dharwal, M. (2024). Positioning the Taboo Product: Pee Buddy (Teaching Case). *FIIB Business Review*, 13(5), 517-527. <https://doi.org/10.1177/23197145231151737>. [ABDC-C; SCOPUS; ESCI; UGC CARE; Impact Factor - 2.6]
- Kumar, J., Singh, A., & Gupta, A. (2022). Robin hood insurance broking: driving growth with differentiation (Teaching Case). *Emerald Emerging Markets Case Studies*, 12(1), 1–28. <https://doi.org/10.1108/eemcs-10-2021-0325>. [SCOPUS]
- Gupta, A., Kumar, J., Dixit, S., Khan, M. C. R., & Dharwal, M. (2021). Swiggy refurbishes trust: Managing reputation meltdown through public relations (Teaching Case). *Vision the Journal of Business Perspective*, 25(3), 373–383. <https://doi.org/10.1177/09722629211024518>. [ABDC-C; ESCI; SCOPUS; UGC-CARE; Impact Factor – 2.8]
- Kumar, J., Gupta, A., & Dixit, S. (2020). Netflix: SVoD entertainment of next gen (Teaching Case). *Emerald Emerging Markets Case Studies*, 10(3), 1–36. <https://doi.org/10.1108/eemcs-04-2020-0108>. [SCOPUS; UGC-CARE]
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Publications - Chapters in Scholarly Books

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- Gupta, A., & Gupta, A. (2024, May 24-27). What do we know about gamified customer engagement? Insights from thematic analysis [Paper Presentation]. 2024 American Marketing Association Global Marketing SIG Conference in association with University of Verona, Verona, Italy. Conference Theme: Global Marketing Strategies with Sustainability as Growth Driver.
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- Gupta, A., & Yadav, M. (2011, July 24). Children's role in family purchase decision: A study from Indian market [Paper Presentation]. International Conference on Management and Computing Science organized by Society of Management and Behavioural Sciences, Jodhpur, Rajasthan, India.
- Gupta, A., & Singh, R. (2011, June 28–30). Changing face of Indian education: A study from Indian education service sector [Paper Presentation]. Tenth International Conference on Operations and Quantitative Management organized by AIMS-International in association with Symbiosis Institute of Operations Management, Nashik, India.
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- Gupta, A., & Sharma, A. (2012, April 21). Social media: Issues and challenges [Paper Presentation]. National Conference on Internet Computing & Communications: Contemporary Issues, Enhancement, Future Aspects, organized by Tecnia Institute of Advance Studies, New Delhi, India.
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- Gupta, A., & Tandon, A. (2011, September 27). Co-creating experiential value: A case of Indian retail scenario [Paper Presentation]. National Conference on Marketing: The Evolving Trend organized by School of Management Studies, Motilal Nehru National Institute of Technology, Allahabad, Uttar Pradesh, India.
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PROFESSIONAL / ACADEMIC AFFILIATIONS

Externally Funded Research Grants and Sponsored Research Projects

- Principal Investigator (PI) for the project titled “Smart Farming for Achieving Sustainable and Climate Resilient Agriculture: A Study on Small and Medium land holding Farmers in North India”, sponsored by Indian Council of Social Science Research (ICSSR), Ministry of Education, Government of India, March 2023, Funding: INR 12,50,000 (USD 15240 Approx).
- Principal Investigator (PI) for the project titled “Comprehensive Study Regarding Impact on the Agarbatti (incense) Industry of the Restrictions Imposed on the Import of the Agarbatti (incense)”, sponsored by Khadi and Village Industries Commission (KVIC), Ministry of Micro, Small & Medium Enterprises, Government of India, September 2022, Funding: INR 12,50,000 (USD 15240 Approx).
- Co-Principal Investigator (Co-PI) for the project titled “Internationalization of Indian Higher Education Institutions (HEIs): Identification of the Strategic, Structural and Policy Dimensions, Challenges, and Solutions for Management Institutions”, sponsored by Indian Council of Social Science Research (ICSSR), Government of India, March 2022, Funding: INR 3,50,000 (USD 4600 Approx).

Membership of Professional Bodies

- American Marketing Association, USA
- Association of Indian Management Scholars (AIMS) International, India
- Centre for Education Growth and Research (India)
- Emerging Market Society (EMS), USA
- Indian Academy of Management (INDAM), India

Ad-Hoc Reviewer for Journals

- Benchmarking- An International Journal, Emerald Publishing.
- Journal of Retailing and Consumer Services, Elsevier.
- Behaviour and Information Technology, Taylor & Francis.
- International Journal of Consumer Studies, Wiley.