

## ASHISH GUPTA, PhD

Senior Associate Professor (Specialization in Marketing Area)  
Faculty of Management, South Asian University (SAU), New Delhi  
**An International University established by the Government of the SAARC Nations**  
**Supported by the Ministry of External Affairs (MEA), Government of India**

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### PROFESSIONAL SYNOPSIS

- Total No. of Work Experience: **15+ Years**
- **2400+** citations of scholarly publications and H-index – 20, reported by Google Scholar.
- Experienced Team Member in **International Relations & Outreach, Accreditations & Rankings: AACSB, AMBA & EQUIS, NBA, NIRF & Others**
- Completed **International Certificate Program in Faculty Development** from **Aston Business School, Aston University, Birmingham, United Kingdom**, during 26-31 August 2019.
- PhD (2016) awarded in Management from Motilal Nehru National Institute of Technology (MNNIT) (An Institute of National Importance Declared by the **Govt. of India**), Allahabad, India.
- Qualified **UGC-NET in Management** June 2008 (Eligibility for Lectureship as per University Grants Commission)
- **Specialization: Marketing; Subjects Taught in MBA Program:** Marketing Management, Integrated Marketing Communication / Advertising and Promotion Management and other marketing courses

### ACADEMIC & PROFESSIONAL EXPERIENCE -TEACHING & RESEARCH

Sl. No.	Name of Organization	Position Held	From	To	Total Experience
1.	Faculty of Management <b>South Asian University, New Delhi</b> [An International University established by SAARC Nations & Supported by Ministry of External Affairs, Govt. of India] Central University recognised by UGC, New Delhi [Status 2(F) & 12(B)]	Senior Associate Professor (Permanent Post)	04-07-2025	Till Date	10 Month
2.	<b>Indian Institute of Foreign Trade (IIFT)</b> Under Ministry of Commerce and Industry, Government of India, New Delhi, India [An AACSB Accredited Institution]	Assistant Professor (Marketing) (Permanent Post)	23-03-2018	03-07-2025	07 Year, 03 Month
3.	Department of Business Management <b>Dr. Harisingh Gour Vishwavidyalaya (A Central / Public University)</b> , Sagar, Madhya Pradesh, India	Assistant Professor (Permanent Post)	27-5-2013	20-03-2018	04 Year, 09 Month 25 Days
4.	School of Management Studies <b>Motilal Nehru National Institute of Technology Allahabad</b> (An Institute of National Importance), Ministry of Education, Govt of India Prayagraj, Uttar Pradesh, India	PhD Research Scholar (Full Time)	15-7-2010	26-05-2013	02 Year, 10 Month
5.	Department of Business Management <b>Hindustan College of Science &amp; Technology</b> , Farah, Mathura, Uttar Pradesh, India	Assistant Professor (Marketing)	14-9-2009	3-8-2010	00 Year, 10 Month 21 Days
6.	<b>Bon Maharaj Institute of Management &amp; Technology</b> Ramanreti, Vrindavan, Mathura, Uttar Pradesh, India	Lecturer	2-6-2008	14-9-2009	01 Year, 3 Month 13 Days

**Total Teaching Experience (Excluding Full Time Research) - 14 Years 10 Month as of January 2026**

ACADEMIC CREDENTIALS					
Degree	Discipline	University / Board	Year	Division/Grade / Percentage of Marks	Remarks if any (Rank, Hons. etc.)
<b>Doctorate Degree (PhD)</b>	Ph.D. in Management (Research Thesis on Relationship Marketing)	Motilal Nehru National Institute of Technology (MNNIT) <b>(An Institute of National Importance Declared by Govt. of India)</b> , Prayagraj, India	January 2016	CPI-10.00 in coursework  (Grade- A+)	-
<b>UGC-NET/JRF</b>	UGC-NET in Management	University Grant Commission, New Delhi  <a href="https://ugc.ac.in/netpdf/netresult/net.pdf">https://ugc.ac.in/netpdf/netresult/net.pdf</a>	29 June – 2008 [Roll No. – N611156]	-	UGC Ref. No. 3622/ (NET-JUNE 2008)
<b>Master's Degree (M.B.A)</b>	Marketing	GLA Institute of Technology and Management, Mathura (Affiliated to U P Technical University, Lucknow)	2008	1 <sup>st</sup> Div. with 77.08 % marks	<b>First Div. with Hons.</b> Secured 5 <sup>th</sup> Position at University level and 2 <sup>nd</sup> Position at College Level
<b>Bachelor's Degree (B.B.A)</b>	Marketing	Bon Maharaj Institute of Management and Technology, Vrindaban, Mathura, Uttar Pradesh (Affiliated to Dr. B.R. Ambedkar University, Agra)	2006	1 <sup>st</sup> Div. with 75.08 % marks	Secured 1 <sup>st</sup> Position at College level

RESEARCH GRANTS & SPONSORED RESEARCH PROJECTS						
S. No.	Title of the project	Funding Agency	Grant Offered	Duration	Role: Principle Investigator/ Co- Investigator	Status: Completed / Ongoing
1.	Smart Farming for Achieving Sustainable and Climate Resilient Agriculture: A Study on Small and Medium land holding Farmers in North India	Indian Council of Social Science Research (ICSSR), New Delhi, Ministry of Education, Govt. of India	INR 12,50,000 USD 15,240 Approx	24 Months	<b>Role:</b> Principle Investigator	<b>Ongoing</b>  Application No: ICSSR-RMM-2022-18812
2.	Internationalization of Indian Higher Education Institutions (HEIs): Identification of the Strategic, Structural and Policy Dimensions, Challenges, and Solutions for Management Institutions	Indian Council of Social Science Research (ICSSR), New Delhi, Ministry of Education, Govt. of India	INR 3,50,000 USD 4600 Approx	12 Months	<b>Role:</b> Co-Principle Investigator	<b>Completed</b>  File No. 02/117/2021-22/ICSSR/RP/ MN
3.	Comprehensive Study Regarding Impact on the Agarbatti (incense) Industry of the Restrictions Imposed on the Import of the Agarbatti (incense)	Khadi and Village Industries Commission, Ministry of Micro, Small & Medium Enterprises, Govt. of India	19.47 Lakh including GST USD 26,633 Approx	24 Month	<b>Role:</b> Principle Investigator	<b>Completed</b>  [12-09-2022] KVIC/Ec.R/ST UDY/ 2020-21

**PUBLICATION- JOURNAL ARTICLES**

1.	Bathla, A. & Gupta A. (2026). Sustainable Development Goals in the context of Tribal Development: A Review and Framework. <i>SN Social Sciences</i> . <b>(Conditionally Accepted)</b> [SCOPUS – Q2]
2.	Gupta, A., Gupta, A., and Behl, A. (2026). Engaging customers through gamification in global markets: Insights and implications from cross-cultural perspectives. <i>FII B Business Review</i> . <a href="https://doi.org/10.1177/231971452614455">https://doi.org/10.1177/231971452614455</a> [ABDC-B; SCOPUS-Q1; Impact Factor – 2.8]
3.	Tak, P., Panwar, S., & Gupta, A. (2026). Mobile Shopping App Adoption: A UTAUT Theory Perspective. <i>International Journal of Indian Culture and Business Management</i> . <b>Ahead of Print</b> . [ESCI - Web of Science; UGC – CARE; Impact Factor- 1.0]
4.	Yadav, I., Tak, P., and Gupta, A. (2026). Decoding Live-streaming Commerce and Customer Engagement: A Review and Research Directions. <i>FII B Business Review</i> . <a href="https://doi.org/10.1177/23197145261426224">https://doi.org/10.1177/23197145261426224</a> [ABDC-B; SCOPUS-Q1; Impact Factor – 2.8]
5.	Mehra, D., Gupta, A., Gupta, S., Melewar, T., Gee, L. (2026). Ethics in Influencer Marketing: A Review, Synthesis and Research Directions. <i>International Journal of Advertising</i> . <a href="https://doi.org/10.1080/02650487.2026.2627108">https://doi.org/10.1080/02650487.2026.2627108</a> [ABDC-A; ABS-2; SCOPUS-Q1; Impact Factor – 5.9]
6.	Gupta, A., Gupta, A., and Behl, A. (2026). Gamification for international marketing across cross-cultural consumer journeys: The role of regulatory fit and self-construal. <i>International Marketing Review</i> . <b>Accepted</b> [ABDC-A; ABS-3; SCOPUS-Q1; Impact Factor – 4.6]
7.	Verma, S., Gupta, A., & Borde, P. (2026). Dark Triad Traits in Higher Education: A Review, Synthesis and Research Directions. <i>Global Knowledge, Memory and Communication</i> . <a href="https://doi.org/10.1108/GKMC-04-2025-0273">https://doi.org/10.1108/GKMC-04-2025-0273</a> [ABDC-B; SCOPUS; ESCI; Impact Factor – 2.4]
8.	Singh, V., Yadav, M., & Gupta, A. (2025). CBDC in a Privacy Sensitive World: Extending UTAUT with Digital Financial Literacy and Anonymity Insight. <i>Journal of Financial Services Marketing</i> . <a href="https://doi.org/10.1057/s41264-025-00338-3">https://doi.org/10.1057/s41264-025-00338-3</a> [ABDC-B; ESCI; SCOPUS-Q1; Impact Factor – 4.3]
9.	Chawla, G., Gupta, A., Kaurav, R. P S., & Bathla, A. (2025). Setting Quality Standards for Management Education: Lessons from Internationalization in Indian Business Schools. <i>International Journal of Quality &amp; Reliability Management</i> . <b>Ahead of Print</b> <a href="https://doi.org/10.1108/IJQRM-11-2024-0387">https://doi.org/10.1108/IJQRM-11-2024-0387</a> [ABDC-B; ESCI; SCOPUS; Impact Factor – 3.20]
10.	Verma, S., Gupta, A., & Kashive, N. (2025). Exploring elderly's resistance towards mHealth Apps: The role of distrust, technology optimism and health consciousness. <i>Services Marketing Quarterly</i> .1-37. <a href="https://doi.org/10.1080/15332969.2025.2503084">https://doi.org/10.1080/15332969.2025.2503084</a> [ABDC-B; ESCI; SCOPUS; Impact Factor – 2.60]
11.	Bathla, A., Chawla, G., Gupta, A. & Mahrane, H. (2025). Beyond the Boardroom: Design Thinking and Leadership for Value Creation in Business Ecosystem. <i>Cogent Business &amp; Management</i> . 12 (1), 1-20 <a href="https://doi.org/10.1080/23311975.2025.2491680">https://doi.org/10.1080/23311975.2025.2491680</a> [ESCI; SCOPUS; Impact Factor – 3.0]
12.	Khanna P., Sehgal, R., Gupta, A., Dubey, A. M., & Srivastava, R. (2025). Over-the-top (OTT) Platforms: A Review, Synthesis and Research Directions. <i>Marketing Intelligence &amp; Planning</i> , 43 (2), 323-348. <a href="https://doi.org/10.1108/MIP-03-2023-0122">https://doi.org/10.1108/MIP-03-2023-0122</a> . [ABDC-A; SSCI; SCOPUS; Impact Factor – 3.60]
13.	Verma, S., Kashive, N., & Gupta, A. (2025). Examining predictors of generative-AI acceptance and usage in academic research: a sequential mixed-methods approach. <i>Benchmarking: An International Journal</i> . <a href="https://doi.org/10.1108/BIJ-07-2024-0564">https://doi.org/10.1108/BIJ-07-2024-0564</a> . [ABDC-B; ESCI; SCOPUS; Impact Factor – 4.80]
14.	Gupta, A., & Maheshwari, P. (2024). Mall Shopping Customer Experience in Tier-II Cities: A Generational Cohort Theory Perspective. <i>International Journal of Indian Culture and Business Management</i> . (Ahead of Print/Accepted). [ESCI - Web of Science; ABS-1; UGC – CARE; Impact Factor- 1.0]
15.	Bathla, A., Chawla, G., & Gupta, A. (2025). Design Thinking in Education: Reviewing the Past for Setting Future Research. <i>Journal of Knowledge Economy</i> . <a href="https://doi.org/10.1007/s13132-024-02387-w">https://doi.org/10.1007/s13132-024-02387-w</a> . [ABDC-C; ESCI - Web of Science; UGC – CARE; Impact Factor- 4.0]
16.	Kumar, J., Dixit, S., Gupta, A., & Dharwal, M. (2024). Positioning the Taboo Product: Pee Buddy. <i>FII B Business Review</i> , 13(5), 517-527. <a href="https://doi.org/10.1177/23197145231151737">https://doi.org/10.1177/23197145231151737</a> . [ABDC-C; SCOPUS; ESCI; UGC CARE; Impact Factor - 2.6]
17.	Bhattacharya, S., Sharma, R. P., & Gupta, A. (2024). Determinants of consumer perceptions of the ethics of online retailers: An investigation using confirmatory factor analysis. <i>Vision-The Business Perspective Journal</i> . 28 (4), 436-447, <a href="https://doi.org/10.1177/09722629211040880">https://doi.org/10.1177/09722629211040880</a> . [ABDC-C; SCOPUS; ESCI; Impact Factor- 2.8]
18.	Aggrawal, A., Srivastava, S., Gupta, A., & Singh, G. (2024). Food Wastage and Consumerism in Circular Economy: A Review and Research Directions. <i>British Food Journal</i> , 126 (6), 2561-2587. <a href="https://doi.org/10.1108/BFJ-04-2023-0272">https://doi.org/10.1108/BFJ-04-2023-0272</a> . [ABDC-B; SCI; SCOPUS; Impact Factor - 3.3]
19.	Bathla, A., Chawla, G., & Gupta, A. (2024). Benchmarking Design Thinking as a tool for Education: A Systematic Review and Future Research Agenda. <i>Benchmarking- an International Journal</i> . <a href="https://doi.org/10.1108/BIJ-09-2023-0603">https://doi.org/10.1108/BIJ-09-2023-0603</a> . 32 (3), 965-991. [ABDC-B; ESCI; SCOPUS; Impact Factor – 5.6]
20.	Bhattacharya, S., Sharma, R. P., & Gupta, A. (2024). Consumer perception regarding the ethics of online retailing: a review, synthesis, and future research directions. <i>International Journal of Electronic Marketing and Retailing</i> , 15(2), 181–202. <a href="https://doi.org/10.1504/ijemr.2024.136981">https://doi.org/10.1504/ijemr.2024.136981</a> [ABDC-C; SCOPUS]
21.	Garg, J., Singh, A. K., & Gupta, A. (2023). Human capital in knowledge-based firms: Re-creating value post-pandemic. <i>Human Systems Management</i> , 42(6), 593–607. <a href="https://doi.org/10.3233/hsm-220156">https://doi.org/10.3233/hsm-220156</a> . [ABDC-C; ESCI; SCOPUS;

	Impact Factor – 2.3]
22.	Gupta, A., Kumar, A., & Melese, E. (2023). Young consumer engagement at the bottom of pyramid: applying S-O-R framework in e-commerce context. <i>Young Consumers Insight and Ideas for Responsible Marketers</i> , 24(6), 786–806. <a href="https://doi.org/10.1108/yc-06-2022-1542">https://doi.org/10.1108/yc-06-2022-1542</a> . [ABDC-B; ESCI; SCOPUS; UGC-CARE; Impact Factor – 3.0]
23.	Dwivedi, Y. K., Kshetri, N., Hughes, L., Rana, N. P., Baabdullah, A. M., Kar, A. K., Koohang, 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. <i>Information Systems Frontiers</i> , 25(5), 2071–2114. <a href="https://doi.org/10.1007/s10796-023-10400-x">https://doi.org/10.1007/s10796-023-10400-x</a> . [ABDC-A; SSCI; SCOPUS; Impact Factor – 6.90] [Contribution Section 2.5]
24.	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. <i>Journal of Promotion Management</i> , 29(6), 791–823. <a href="https://doi.org/10.1080/10496491.2023.2165211">https://doi.org/10.1080/10496491.2023.2165211</a> . [ABDC-B; SSCI; SCOPUS]
25.	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. <i>International Journal of Emerging Markets</i> . <a href="https://doi.org/10.1108/ijjem-08-2021-1233">https://doi.org/10.1108/ijjem-08-2021-1233</a> . [ABDC-B; SSCI; SCOPUS; Impact Factor – 2.7]
26.	Munjal, P., Shanker, R., Gupta, A., & Maheshwari, P. (2022). Modelling drivers and outcomes of fashion and apparel social media brand communities' engagement. <i>International Journal of Management Practice</i> , 16(1), 59. <a href="https://doi.org/10.1504/ijmp.2023.127680">https://doi.org/10.1504/ijmp.2023.127680</a> . [SCOPUS; ABS-1; UGC-CARE]
27.	Bhattacharya, S., Sharma, R. P., & Gupta, A. (2022a). Does e-retailer's country of origin influence consumer privacy, trust and purchase intention? <i>Journal of Consumer Marketing</i> , 40(2), 248–259. <a href="https://doi.org/10.1108/jcm-04-2021-4611">https://doi.org/10.1108/jcm-04-2021-4611</a> . [ABDC-A; SSCI; SCOPUS; Impact Factor – 2.7]
28.	Kumar, J., Singh, A., & Gupta, A. (2022). Robin hood insurance broking: driving growth with differentiation. <i>Emerald Emerging Markets Case Studies</i> , 12(1), 1–28. <a href="https://doi.org/10.1108/eemcs-10-2021-0325">https://doi.org/10.1108/eemcs-10-2021-0325</a> . [SCOPUS]
29.	Chauhan, S., Akhtar, A., & Gupta, A. (2022). Customer experience in digital banking: a review and future research directions. <i>International Journal of Quality and Service Sciences</i> , 14(2), 311–348. <a href="https://doi.org/10.1108/ijqss-02-2021-0027">https://doi.org/10.1108/ijqss-02-2021-0027</a> . [ABDC-B; ESCI; SCOPUS; Impact Factor – 2.6]
30.	Gupta, A., Kumar, J., Tewary, T., & Virk, N. K. (2021). Influence of cartoon characters on generation alpha in purchase decisions. <i>Young Consumers Insight and Ideas for Responsible Marketers</i> , 23(2), 282–303. <a href="https://doi.org/10.1108/yc-06-2021-1342">https://doi.org/10.1108/yc-06-2021-1342</a> . [ABDC-B; ESCI; SCOPUS; UGC-CARE; Impact Factor – 3.5]
31.	Roy, S., Kesharwani, A., & Gupta, A. (2021). Demystifying User's attachment of Smartphone Apps: A value orientation perspective. <i>Journal of Internet Commerce</i> , 20(4), 450–478. <a href="https://doi.org/10.1080/15332861.2021.1979301">https://doi.org/10.1080/15332861.2021.1979301</a> . [ABDC-B; SSCI; SCOPUS; UGC-CARE; Impact Factor – 4.3]
32.	Tandon, A., Gupta, A., & Katiyar, G. (2021). Motivations of social entrepreneurs: use of self-determination theory to gain insight into the Indian scenario. <i>International Journal of Business and Globalisation</i> , 28(4), 388. <a href="https://doi.org/10.1504/ijbg.2021.117353">https://doi.org/10.1504/ijbg.2021.117353</a> . [SCOPUS; UGC-CARE]
33.	Khandelwal, U., Tripathi, V., & Gupta, A. (2021). A Bibliometric Analysis of Green Branding Research from 2000 to 2019. <i>Vision the Journal of Business Perspective</i> , 28(1), 87–97. <a href="https://doi.org/10.1177/09722629211033916">https://doi.org/10.1177/09722629211033916</a> . [ABDC-C; ESCI; SCOPUS; UGC-CARE; Impact Factor – 2.8]
34.	Gupta, A., Kumar, J., Dixit, S., Khan, M. C. R., & Dharwal, M. (2021). Swiggy refurbishes trust: Managing reputation meltdown through public relations. <i>Vision the Journal of Business Perspective</i> , 25(3), 373–383. <a href="https://doi.org/10.1177/09722629211024518">https://doi.org/10.1177/09722629211024518</a> . [ABDC-C; ESCI; SCOPUS; UGC-CARE; Impact Factor – 2.8]
35.	Chauhan, S., Akhtar, A., & Gupta, A. (2021). Gamification in banking: a review, synthesis and setting research agenda. <i>Young Consumers Insight and Ideas for Responsible Marketers</i> , 22(3), 456–479. <a href="https://doi.org/10.1108/yc-10-2020-1229">https://doi.org/10.1108/yc-10-2020-1229</a> . [ABDC-B; ESCI; SCOPUS; UGC-CARE; Impact Factor – 3.5]
36.	Tewary, T., Gupta, A., Mishra, V., & Kumar, J. (2021). Young working women's purchase intention towards organic cosmetic products. <i>International Journal of Economics and Business Research</i> , 22(2/3), 256. <a href="https://doi.org/10.1504/ijebr.2021.116351">https://doi.org/10.1504/ijebr.2021.116351</a> . [ABDC-C; SCOPUS; UGC-CARE]
37.	Tiwari, P., Tiwari, S. K., & Gupta, A. (2021). Examining the impact of customers' awareness, risk and trust in M-Banking adoption. <i>FIIIB Business Review</i> , 10(4), 413–423. <a href="https://doi.org/10.1177/23197145211019924">https://doi.org/10.1177/23197145211019924</a> . [ABDC-C; SCOPUS; ESCI; UGC CARE; Impact Factor - 2.6]
38.	Kumar, J., Gupta, A., & Dixit, S. (2020). Netflix: SVoD entertainment of next gen. <i>Emerald Emerging Markets Case Studies</i> , 10(3), 1–36. <a href="https://doi.org/10.1108/eemcs-04-2020-0108">https://doi.org/10.1108/eemcs-04-2020-0108</a> . [SCOPUS; UGC-CARE]
39.	Kumar, J., Gupta, A., Tapar, A. V., & Khan, M. C. R. (2020). EXOS: does the retention of salesforce matter in entrepreneurial start-ups? <i>Emerald Emerging Markets Case Studies</i> , 10(3), 1–14. <a href="https://doi.org/10.1108/eemcs-03-2020-0085">https://doi.org/10.1108/eemcs-03-2020-0085</a> . [SCOPUS; UGC-CARE]
40.	Tandon, A., Gupta, A., Goel, P., & Singh, V. K. (2020). Impact of digitisation on entrepreneurial ecosystems: an Indian perspective. <i>International Journal of Business and Globalisation</i> , 25(2), 154. <a href="https://doi.org/10.1504/ijbg.2020.107887">https://doi.org/10.1504/ijbg.2020.107887</a> . [SCOPUS; UGC CARE]
41.	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. <i>American Business Review</i> , 23(1), 70–93. <a href="https://doi.org/10.37625/abr.23.1.70-93">https://doi.org/10.37625/abr.23.1.70-93</a> . [ABDC-A; SCOPUS; ESCI; UGC CARE]
42.	Rajpal, P., Gupta, A., & Shanker, R. (2020). Customer engagement with social media brand communities: An opinion-based outlook. <i>Asian Journal of Research in Business Economics and Management</i> , 10(4), 8–32. [UGC-CARE]

43.	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. <i>Journal of Retailing and Consumer Services</i> , 53, 101767. <a href="https://doi.org/10.1016/j.jretconser.2019.01.016">https://doi.org/10.1016/j.jretconser.2019.01.016</a> . [ABDC-A; SSCI, SCOPUS; UGC-CARE; Impact Factor- 11.0]
44.	Rahman, M., Rashid, M. C., Kumar, J., & Gupta, A. (2020). Does consumer demographics effects store loyalty in departmental stores. <i>Academy of Marketing Studies Journal</i> , 24(4), 1–18. [ABDC-B; SCOPUS; UGC-CARE]
45.	Kumar, J., Gupta, A., M., Rashid, M. C., & Shyam, H. S. (2019). Impact of services quality in e-banking: Evidence from Indian public banks. <i>Academy of Marketing Studies Journal</i> , 24(1), 1–20. [ABDC-B; SCOPUS; UGC-CARE]
46.	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. <i>Asian Journal of Multidimensional Research</i> , 8(6), 78. <a href="https://doi.org/10.5958/2278-4853.2019.00219.2">https://doi.org/10.5958/2278-4853.2019.00219.2</a> . [UGC-CARE]
47.	Gupta, A. (2018). ICT Adoption: An Agenda for Research. <i>Kindler</i> , 18(1), 73-88.
48.	Goswami, P., & Gupta, A. (2018). Small scale industries and factors affecting their performance: A literature review. <i>Prestige International Journal of Management &amp; Information Technology</i> , 7(1), 126–150.
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2.	Editorial Board Member, Marketing Intelligence & Planning (MIP), Emerald Publishing. [Indexed in ABDC – A; SCOPUS; ABS; SSCI; Impact Factor – 5.4]
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23.	Gupta, A., & Sharma, A. (2014). Achieving social impact in health and hygiene through social entrepreneurship. In P. S. Pandian & E. V. Rigin (Eds.), <i>Contemporary Practices in Business Management</i> (pp. 1–22). VHNSN College (Autonomous) Virudhunagar, Tamilnadu, India.
24.	Gupta, A., & Yadav, M. (2011). Corporate need corporate governance: Cases from Indian market. In R. Srivastava, V. Agarwal, & S. Singh (Eds.), <i>Organization in New Millennium Challenges and Opportunities</i> (pp. 159–164). McMillan Publisher, New Delhi.
25.	Gupta, A., Sahu, G. P., & Dwivedi, P. (2011). Ethics in marketing: Need of the hour for fair market practices. In Krishna Institute of Engineering and Technology, Ghaziabad, India (Ed.), <i>Ethics in Business: In the Era of Cutthroat Competition</i> (pp. 1–9). Krishna Institute of Engineering and Technology, Ghaziabad, India.
26.	Gupta, A., & Yadav, M. (2011a). Children's role in family purchase decision: A study from Indian market. In V. R. Danamaraju, P. Gulia, P. Sihag, & M. Bhati (Eds.), <i>Handbook of Management and Behavioural Science</i> (pp. 261–268). Society of Management and Behavioural Sciences and Wisdom Publication, New Delhi.
27.	Gupta, A., & Yadav, M. (2011c). Paradigm shift of the Indian Market-Growth of retail market in India. In R. S. Gulia, O. Singh, & S. Awasthi (Eds.), <i>Handbook of Management and Behavioural Science</i> (pp. 20–28). Society of Management and Behavioural Sciences and Wisdom Publication, New Delhi.
28.	Gupta, A., & Singh, R. (2011). Green Marketing-Today's mantra for success. In P. Verma (Ed.), <i>Global Impact of Indian Management</i> (pp. 330–336). Excel Book Publisher, New Delhi.

#### BOOK WRITTEN/ EDITED / ADAPTED

1.	Bathla, A., Gupta, A., Chawla, G., & Johansson, M. <i>Design Thinking in Business Education</i> [ <b>Proposal Accepted, Signing Contract</b> ] [Indexed in SCOPUS Series – Advance Series in Management]
2.	Kumar, J., Gupta, A., & Verma, S., (Eds.). <i>Cases in Business Innovation, Transformation and Sustainability</i> . [ <b>Proposal in progress</b> ]
3.	Gupta, A., Khanna, P., Lim, W. M., Sehgal, R., & Dubey, M. A., (Eds.). <i>Digital Media Consumption Behaviour: Content, Connectivity &amp; Complexity</i> . Emerald Publishing, UK. [ <b>Chapters submission is open</b> ] [Indexed in SCOPUS Series – Advance Series in Management]
4.	Gupta, A., Khanna, P., Salo, J., Sehgal, R., & Dubey, M. A., (Eds.). <i>Advances in Q-commerce Retailing: Perspective, Challenges and Opportunities</i> . Palgrave McMillan, Springer Nature Singapore Pte Ltd., Singapore. [ <b>Submitted to Publisher</b> ]
5.	Gupta, A., Gupta, S., & Kumar, J. (Eds.). <i>Responsible Business Models for Greener Future: Perspective, Challenges</i>

	<i>and Opportunities</i> . Springer Nature Singapore Pte Ltd. <b>[In Progress]</b>
6.	Gupta, A., & Tewary, T. (Eds.). (2025). <i>Smart Farming for Sustainable and Climate-Resilient Agriculture: Changing Landscapes in the Age of Technology</i> . Emerald Publishing, UK. <b>[Forthcoming]</b> Listed in Scopus Indexed Book Series Title: Emerald Studies in Politics and Technology [Chapters Submitted Under Editorial review]
7.	Chawla, G., & Gupta, A. (Eds.). (2025). <i>Internationalization of Higher Education: Exploring Strategic, Structural and Policy Dimensions in Business Education</i> . Palgrave Macmillan, Springer Nature Singapore Pte Ltd., Singapore <a href="https://link.springer.com/book/9789819689934">https://link.springer.com/book/9789819689934</a> [Indexed in SCOPUS]
8.	Aggarwal, S., & Gupta, A. (Eds.). (2024). <i>Contemporary Cases in Management: Perspectives from Emerging Markets</i> . Routledge Publishing, Taylor and Francis, UK. <a href="https://www.routledge.com/Contemporary-Cases-in-Management-Perspectives-from-Emerging-Markets/Aggarwal-Gupta/p/book/9781032945972?srltid=AfmBOoohyEYVK6qkhvB95E5xSNQs4mlTzvGjX_PLoLnwCguwK3Nx0gM">https://www.routledge.com/Contemporary-Cases-in-Management-Perspectives-from-Emerging-Markets/Aggarwal-Gupta/p/book/9781032945972?srltid=AfmBOoohyEYVK6qkhvB95E5xSNQs4mlTzvGjX_PLoLnwCguwK3Nx0gM</a> [Indexed in SCOPUS]
9.	Gupta, S., Gupta, A., & Kumar, J. (Eds.). (2023). <i>Building Resilience in Global Business During Crisis: An Emerging Market Perspective</i> . Routledge Publishing, Taylor and Francis, UK. <a href="https://doi.org/10.4324/9781032719870">https://doi.org/10.4324/9781032719870</a> [Indexed in SCOPUS]
10.	Sharma, R., Shishodia, A., & Gupta, A. (Eds.). (2023). <i>Fostering Sustainable Development in the Age of Technologies</i> . Emerald Publishing, UK. <a href="https://www.emerald.com/insight/publication/doi/10.1108/9781837530601">https://www.emerald.com/insight/publication/doi/10.1108/9781837530601</a> . [Indexed in SCOPUS]
11.	Gupta, A., Gupta, S., & Kumar, J. (Eds.). (2023). <i>Managing and strategizing global business during crisis: Resolve, resilience, return, re-imagination and reform</i> . Routledge Publishing, Taylor and Francis, UK. <a href="https://doi.org/10.4324/9781003295068">https://doi.org/10.4324/9781003295068</a>
12.	Dana, L. P., Gautam, O., Gupta, A., & Sharma, N. (Eds.). (2023). <i>Indian SMEs and startups: Growth through innovation and leadership</i> . World Scientific Publishing Co. Pte. Ltd., Singapore. <a href="https://doi.org/10.1142/13239">https://doi.org/10.1142/13239</a> .
13.	Gupta, A., Tewary, T., & Gopalakrishnan, B. N. (Eds.) (2022). <i>Sustainability in the gig economy: perspectives, challenges and opportunities in industry 4.0</i> . Springer Nature Singapore Pte Ltd. <a href="https://link.springer.com/book/9789811684050">https://link.springer.com/book/9789811684050</a> . [Indexed in SCOPUS]
14.	Gupta, A., Yadav, B., & Rokade, V. (Eds.)(2020). <i>Changing paradigms in financial services marketing</i> . Manakin Press. <a href="https://www.amazon.in/dp/B07WK5VFK7?ref=myi_title_dp">https://www.amazon.in/dp/B07WK5VFK7?ref=myi_title_dp</a>

#### PAPER PRESENTATION- INTERNATIONAL CONFERENCES

1.	Vashisht, K., Gupta, A., Kumar, J., & Guru R. (2026, June 03-06). <i>Enablers and Barriers in the Adoption of Digital Public Infrastructure (DPI): Reviewing the Past for Setting Future Research Directions</i> [Paper Presentation]. 2026 Global Business Research Conference (GBRC) organized by the Indian Institute of Foreign Trade (IIFT) Delhi Campus, India. Conference Theme: Managing Business Amidst Worldwide Turbulence.
2.	Dahiya, P., Das, K., & Gupta, A. (2026, June 03-06). <i>Artificial Intelligence in Human Centred Design: A Review and Research Directions</i> [Paper Presentation]. 2026 Global Business Research Conference (GBRC) organised by the Indian Institute of Foreign Trade (IIFT) Delhi Campus, India. Conference Theme: Managing Business Amidst Worldwide Turbulence.
3.	Kumar, L., & Gupta, A. (2026, May 13-15). Research Review on AI Banking Bots and Anthropomorphism [Paper Presentation]. 3 <sup>rd</sup> International Research Conference on Mindfulness (ICRM) 2026, organized by the Indian Institute of Management (IIM), Bodhgaya, Bihar, India, Conference Theme: Mindfulness for Sustainable Business and Innovation
4.	Rajpal, P., Khemani, G., & Gupta, A. (2026, February 07-08). <i>Racing the clock or hitting the brakes: Blinkit's Paradox</i> [Paper Presentation]. IIM Nagpur – Ivey Publishing Case & Research Conference 2026, organised by the Indian Institute of Management (IIM), Nagpur, Maharashtra, India. Conference Theme: Advancing Business Transformation through Cases and Research.
5.	Kumar, R., Gupta, A., Verma, S., & Bali, B. (2026, February 07-08). <i>Strategic Crossroads at DCI: Fleet Modernization and Strategic Decision-Making in India's Maritime Sector</i> [Paper Presentation]. IIM Nagpur – Ivey Publishing Case & Research Conference 2026 organized by Indian Institute of Management (IIM), Nagpur, Maharashtra, India. Conference Theme: Advancing Business Transformation through Cases and Research.
6.	Kalra, J., & Gupta, A. (2025, December 02-04). From Data to Decision Insights from Machine Learning approach in E-commerce Markets [Paper Presentation]. 3 <sup>rd</sup> International Conference on Sustainability, Entrepreneurship, Equity and Digital Strategies (SEEDS'25), organized by Jaipuria Institute of Management, Noida, and Middlesex University Dubai in partnership with Prince of Songkla University, Thailand. Conference Theme: Innovation for Inclusive and Sustainable Futures.
7.	Mehra, D., Gupta, A. & Lukkela, T. A. (2025, October 30-31). <i>Sustainability or a Trend? How Sustainable Influencers Shape Responsible Communities</i> [Paper Presentation]. 5th International Conference for Sustainable Resource Society (ICS'25) organised by University of Eastern Finland (UEF), Joensuu, Kuopio, Finland. Conference Theme: Environment and Natural Resources Economy and Society.
8.	Singh, V., Yadav, M. & Gupta, A. (2025, March 26-28). <i>User Adoption of Central Bank Digital Currency: A PLS-SEM Approach</i> [Paper Presentation]. 2025 Global Business Research Conference (GBRC) organized by Indian Institute of Foreign Trade (IIFT) Delhi Campus, India. Conference Theme: Beyond Boundaries: Re-imagining the Research for a Globalised World.
9.	Gupta, A., Gupta, A. & Behl, A. (2025, March 26-28). <i>Gamification &amp; Consumer Culture: A Data-Driven Investigation</i>

	[Paper Presentation]. 2025 Global Business Research Conference (GBRC) organised by the Indian Institute of Foreign Trade (IIFT) Delhi Campus, India. Conference Theme: Beyond Boundaries: Re-imagining Research for a Globalised World.
10.	Nath, J. & Gupta, A. (2025, March 26-28). <i>Impact of Green Advertising on Consumer Buying Intentions: The Mediating Role of Product Involvement and Green Trust</i> [Paper Presentation]. 2025 Global Business Research Conference (GBRC) organised by the Indian Institute of Foreign Trade (IIFT) Delhi Campus, India. Conference Theme: Beyond Boundaries: Re-imagining Research for a Globalized World.
11.	Mishra, S. & Gupta, A. (2024, December 20–22). <i>Do Not Want to Fight! Design It Right</i> [Paper Presentation]. IIM Nagpur – Ivey Publishing Case Conference 2024, organised by the Indian Institute of Management (IIM), Nagpur, Maharashtra, India. Conference Theme: Shaping the Future: Business Management Trends & Insights for Tomorrow.
12.	Verma, S., Kashive, N., & Gupta, A. (2024, September 02–06). <i>Why do Elderly Adults resist mHealth app use? A multi-analytic approach using PLS-SEM, NCA and FsQCA</i> [Paper Presentation]. 2024 British Academy of Management Conference organized by Nottingham Business School, Nottingham Trent University, Nottingham, UK. Conference Theme: Achieving transformation for greater good: Societal, organisational, and personal barriers and enablers.
13.	Mehra, D., & Gupta, A. (2024, July 01-04). <i>Unveiling the Ethical Landscape: A Review and Future Research Agenda in Influencer Marketing</i> [Paper Presentation]. 2024 Academy of Marketing Conference organized by Cardiff Business School, Cardiff, UK. Conference Theme: Marketing: Fusing Resilience and Power for Public Value – Igniting Marketing’s Social Spirit.
14.	Gupta, A., & Gupta, A. (2024, May 24-27). <i>What do we know about gamified customer engagement? Insights from thematic analysis</i> [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.
15.	Khanna, P., Sehgal, R., Gupta, A., & Mohan Dubey, A. (2023, December 17-18). <i>Pursuit of leisure: adoption of over the top (OTT) among young Indian homemakers</i> [Paper Presentation]. International Conference on Digital Transformations (ICODO) 2023 Organized by Centre for Digital Transformation at Indian Institute of Management (IIM), Ahmedabad, Gujrat. Conference Theme: Responsible Artificial Intelligence.
16.	Mehra, D., & Gupta, A. (2023, December 15–16). <i>Adoption of Augmented Reality Marketing: A Literature Review using TCCM Framework</i> [Paper Presentation]. FORE International Marketing Conference 2023 Organized by FORE School of Management (FSM), New Delhi, India. Conference Theme: Marketing for Sustainability: Transformation Through Innovation and Technology.
17.	Chawla, G., Gupta, A., & Bathla, A. (2023, December 13–15). <i>Internationalization of Higher Education Institutions: A review of the strategic, structural, policy dimensions and challenges</i> [Paper Presentation]. 14th Annual International Research Conference (SIMSARC’23) Organized by Symbiosis Institute of Management Studies (SIMS), Pune, Maharashtra, India in Association with the University of Sydney, Australia. Conference Theme: “Securing the Future Through Sustainability, Health, Education and Technology.”
18.	Chandra, S., Gupta, A., Kumar, J., & Gupta, A. (2023, December 01). <i>Air India: A Consumer Centric Strategy?</i> [Case Study Presentation]. 13th International Conference on Management Cases (ICMC) Conference Organized by Birla Institute of Management Technology (BIMTECH), Greater Noida, Uttar Pradesh in Association with MUMA College of Business, University of South Florida, USA and University of Eastern Finland, Finland from 30th Nov – 02 Dec 2023., Noida, Uttar Pradesh, Greater Noida, India.
19.	Gupta, A., Kumar, J., & Dongre, M. (2023, September 1–2). <i>Reversing journey from bigger to a niche market: Refu engineering pvt ltd</i> [Case Study Presentation]. IEM-UEM International Case Conference, 2023 (IUICC-2023), organized by Department of Management, Institute of Engineering & Management and University of Engineering & Management Kolkata & Jaipur. Conference Theme: Redefining Business Practices. [Best Case Study Award]
20.	Gupta, A., & Gupta, A. (2023, July 20-23). <i>Gamification of customer engagement: A systematic literature review and future research agenda</i> [Paper Presentation]. 2023 Global Marketing Conference (GMC), Seoul, Republic of Korea Organized by Global Alliance of Marketing & Management Associations (GAMMA) in Association with American Marketing Association, European Marketing Academy, Australian & New Zealand Marketing Academy, Japan Society of Marketing and Distribution, Korean Scholars of Marketing Science Conference Theme: Marketing & Management Transformation in the Challenging Digital Environment, South Korea.
21.	Kumar, L., & Gupta, A. (2023, May 19-22). <i>AI-enabled chatbot in services: A review, synthesis and future research directions</i> [Paper Presentation]. 19th AGBA World Congress Organized in Association with Academy for Global Business Advancement, USA at Movenpick Grand Al-Bustan Hotel, Dubai, UAE Conference Theme: Business and Entrepreneurship Development in a Globalized and Digitalized Era, United Arab Emirates.
22.	Oza, P., Verma, S., & Gupta, A. (2023, April 10–14). <i>Financial inclusion in emerging economies: Mapping the literature using bibliometric analysis</i> [Paper Presentation]. International Conference on Technology, Inclusion, Entrepreneurship and Sustainability, Vivekanand Education Society’s Institute of Management Studies and Research, Mumbai, Maharashtra, India.
23.	Chouhan, S., Akhter, A., & Gupta, A. (2023, February 11-12). <i>Examining critical success factors of gamification in digital banking services: Using analytic hierarchy process (AHP) approach</i> [Paper Presentation]. AICTE Sponsored 14th International Conference in Association with Association of International Business & Professional Management, Indonesia Organized by Prestige Institute of Management, Gwalior, Madhya Pradesh, India. Conference Theme: Industry 4.0: Optimizing Operations and Shaping the Future of Business, India.

24.	Gupta, A., & Kumar, J. (2022, May 13–14). <i>The impact advertising and online consumer reviews on buying behaviour</i> [Paper Presentation]. 4th International Conference on Operations Management (ICOM 2022) Organized by ICFAI Business School, Hyderabad, India Conference Theme: Digitalization: a New Age of Business Innovation & Decision Making, Hyderabad, India.
25.	Kumar, J., Gupta, A., & Srivastava, A. K. (2021, April 23–24). <i>Factors impacting customer loyalty towards online travel and hospitality</i> [Paper Presentation]. 1st IIM Bodhgaya Management Conference 2021, Conference Theme: Post COVID Management Strategies: Recovery, Resilience & Adaptation, organized by Indian Institute of Management, Bodh Gaya, Bihar, India.
26.	Bhattacharya, S., Sharma, R. P., & Gupta, A. (2021, March 6). <i>Understanding 'Consumer perceptions of the ethics of online retailers' (CPEOR): A confirmatory factor analysis approach</i> [Paper Presentation]. International Conference on Advances in Business Analytics (IC-ABA) in collaboration with Infinite Sum Modelling, USA, organized by Jaipuria Institute of Management, Noida, Uttar Pradesh, India.
27.	Kumar, J., Singh, A., Gupta, A., & Gupta, S. (2020, December 10–11). <i>Robin hood insurance broking: Driving growth with differentiation</i> [Paper Presentation]. 4th International Conference of Marketing, Strategy & Policy, Conference Theme: Building Resilient Business Models, Organised by Newcastle University Business School, London, UK.
28.	Mishra, V., Gupta, A., Kumar, J., & Shyam, H. S. (2020, December 7–9). <i>Consumer intentions to buy counterfeit products</i> [Paper Presentation]. 4th International Conference on Marketing, Technology, and Society, Conference Theme: Marketing, Technology, and Society, Organised by Indian Institute of Management, Kozhikode, Kerala, India.
29.	Tewari, T., Gupta, A., Kumar, J., & Mishra, V. (2020, January 17–18). <i>Purchase intention of organic cosmetics by young working women</i> [Paper Presentation]. 4th International Conference on Marketing Challenges in Emerging Markets (MCEM-2020), Conference Theme: Marketing Challenges in Emerging Markets, organized by, Institute of Management Technology, Hyderabad, India.
30.	Chouhan, S., Gupta, A., Singh, A., & Chauhan, R. (2020, January 9–11). <i>State of art business Eco-System: A literature review using classification approach</i> [Paper Presentation]. 13th International Conference on Marketing, MARCON 2020, Conference Theme: Marketing Ecosystem and Innovations – India and the Globe, organized by Indus Business Academy, Bangalore, India.
31.	Chauhan, S., Akhtar, A., & Gupta, A. (2020, January 3–6). <i>Customer experience in digital banking era: Conceptual development, research approaches, and future directions</i> [Paper Presentation]. 8th AIM–AMA Sheth Foundation Doctoral Consortium and Conference, Conference Theme: Innovating Customer Experiences in the Digital Age, Organized by Birla Institute of Management and Technology (BIMTECH), Greater Noida, Uttar Pradesh, India.
32.	Kumar, A., Gupta, A., Mishra, V., & Kumar, J. (2019, November 15–16). <i>An exploratory study on shoppers' motivation in visiting shopping mall</i> [Paper Presentation]. 8th ICFAI Conference on Marketing & Business Strategy 2019, Conference Theme: Branding & Strategic Brand Management: Then, Now and Hereafter, organized by ICFAI Business School, Hyderabad, India.
33.	Kumar, A., & Gupta, A. (2019, October 19–20). <i>Sensorial strategies and Indian ayurveda health</i> [Paper Presentation]. International Conference on Ayurveda, Conference Theme: Research in Ayurveda, organized by Dr. D. Y. Patil College of Ayurveda and Research Centre, Pune and International Academy of Ayurveda, Pune, India.
34.	Rajpal, P., Gupta, A., Maheshwari, P., & Shanker, R. (2019, August 30–31). <i>Drivers of customer Co-Creation in online brand communities: An Indian perspective</i> [Paper Presentation]. 3rd Annual Conference of Aston India Centre for Applied Research, Conference Theme: Managing in the Rapidly Changing Indian Context, organized by Aston India Centre for Applied Research (AICAR), Aston Business School, Aston University, Birmingham, B4 7ET, United Kingdom.
35.	Gupta, A., M., Kumar, J., Khan, M. C. R., & Sharma, D. (2019, July 2–4). <i>Understanding the impact of services quality in e-banking: Evidence from Indian public banks</i> [Paper Presentation]. 16th Annual World Congress, Conference Theme: Business and Entrepreneurship Development in Globalized and Digital Era, organized by Academy for Global Business Advancement (AGBA) in association with Indian Institute of Management Rohtak, Millikin University Decatur, Illinois, USA, GIFT Society, New Delhi, India.
36.	Rajpal, P., Gupta, A., & Shanker, R. (2018, November 30–December 1). <i>Customer engagement with online brand communities: An opinion-based outlook</i> [Paper Presentation]. International Conference on Operations Management (ICOM) 2018, Conference Theme: Achieving Operational Excellence through Academic- Industry Interface, organized by ICFAI Business School, Hyderabad, India.
37.	Gupta, A., & Singh, R. K. (2018, February 23–24). <i>Investigating the effects of service quality on hotel visitor's satisfaction: Insights from Semi-Urban city of Madhya Pradesh</i> [Paper Presentation]. BSSS International Conference 2018, Conference Theme: The Canvas of International Business: Opportunities and Challenges, organized by Bhopal School of Social Sciences, Bhopal, Madhya Pradesh, India.
38.	Tandon, A., Gupta, A., & Jain, R. (2017, July 27–29). <i>Beyond the metropolitan environ: Understanding the dimensions of mall attractiveness for Indian shoppers in tier II and tier III cities</i> [Paper Presentation]. 2017 IIM Indore-NASMEI Summer Marketing Conference, Conference Theme: Creating Customer Value, jointly organized by Indian Institute of Management Indore and North American Society of Marketing Education, India, Indore, Madhya Pradesh, India.
39.	Dwivedi, Y., Rana, N., Tajvidi, M., Lal, B., Sahu, G. P., & Gupta, A. (2017, March 7–9). <i>Exploring the role of social media in E-Government: An analysis of emerging literature</i> [Paper Presentation]. 10th International Conference on Theory and Practice of Electronic Governance, Conference Theme: Building Knowledge Societies: from Digital

	Government to Digital Empowerment, jointly organized by International Congress of E-government (ICEG) and United Nations University Operating Unit on Policy-Driven Electronic Governance (UNU-EGOV), Portugal, New Delhi, India.
40.	Gupta, A. (2014, July 5–6). <i>Establishing linkages between relationship marketing dimensions and firm performance: An ISM based model validation</i> [Paper Presentation]. International Conference on Innovative Technologies Driven by Multidisciplinary Research, jointly organized by Jabalpur Management Association and Global Journal of Multidisciplinary Research, Jabalpur, Madhya Pradesh, India.
41.	Gupta, A., & Gupta, S. (2014, January 10–11). <i>The effect of security, trust, and privacy concerns in information sharing: An exploratory study on Facebook</i> [Paper Presentation]. International Conference on social media for Business, organized by Indian Institute of Management, Raipur, Chhattisgarh, India.
42.	Sharma, A., Gupta, A., & Duggal, B. (2013, February 2–3). <i>Social entrepreneurship: An innovative way to empower untouchable and women (a case of Sulabh Sauchalaya in India)</i> [Paper Presentation]. International Conference on Innovative Ways of Managing Business in the Post Globalised Era organized by Bharati Vidyapeeth's Institute of Management & Research, New Delhi, India.
43.	Tandon, A., Gupta, A., & Chandel, A. (2012, November 2). <i>The orchid: Building sustainable advantages through green hospitality</i> [Paper Presentation]. Amity Conference on Management Cases, organized by Amity Business School, Amity University, Lucknow, Uttar Pradesh, India.
44.	Gupta, A. (2012, January 1–4). <i>Management education in a changing world: Emerging issues &amp; challenges</i> [Paper Presentation]. AIMS - International Conference on Management organized by AIMS-International in association with FLAME University, Pune, Maharashtra, India.
45.	Gupta, A., Sharma, A., & Gaur, A. (2011, October 14–16). <i>E-Banking practices and youth in India</i> [Paper Presentation]. Jaipuria Annual Management Conference Organized by Jaipuria Institute of Management, Noida, Uttar Pradesh, India.
46.	Gupta, A., & Yadav, M. (2011, November 14–15). <i>Corporate need corporate governance: Cases from Indian market</i> [Paper Presentation]. International Conference on Organization in New Millennium Challenges and Opportunities organized by Ajay Kumar Garg Institute of Management, Ghaziabad, India.
47.	Gupta, A., & Yadav, M. (2011, July 24). <i>Children's role in family purchase decision: A study from Indian market</i> [Paper Presentation]. International Conference on Management and Computing Science organized by Society of Management and Behavioural Sciences, Jodhpur, Rajasthan, India.
48.	Gupta, A., & Singh, R. (2011, June 28–30). <i>Changing face of Indian education: A study from Indian education service sector</i> [Paper Presentation]. Tenth International Conference on Operations and Quantitative Management organized by AIMS-International in association with Symbiosis Institute of Operations Management, Nashik, India.
49.	Gupta, A., & Yadav, M. (2011, June 4–5). <i>Paradigm shift of the Indian Market-Growth of retail market in India</i> [Paper Presentation]. International Conference on Management and Computing Science organized by Society of Management and Behavioural Sciences, Jodhpur, Rajasthan, India.
50.	Gupta, A., & Singh, R. (2011, April 26–28). <i>Green Marketing-Today's mantra for success</i> [Paper Presentation]. International Conference on Global Impact of Indian Management organized by Oxford College of Engineering, Bangalore, India.
51.	Gupta, A., & Yadav, M. (2011, March 3–4). <i>Impact of corporate image on customer happiness &amp; loyalty</i> [Paper Presentation]. International Conference on Happiness and Well Being: Role of Management Education organized by Hindustan Institute of Management & Computer Studies, Mathura, Uttar Pradesh, India.

#### PAPER PRESENTATION- NATIONAL CONFERENCES

1.	Kumar, J., Gupta, A., & Gupta, M. (2024, March 19). <i>Savant Electronics: Achieving Corporate Sustainability through Corporate Social Responsibility (Case Study)</i> [Paper Presentation]. National Case Study Conference (NCSC) 2024 organized by Department of Management Studies, Panipat Institute of Engineering and Technology, Panipat, Haryana.
2.	Gupta, A. (2022, April 22–23). <i>Indian luxury goods consumption during post pandemic time</i> [Paper Presentation]. 17th National Conference of Uttar Pradesh – Uttarakhand Economic Association hosted by Sharda Business School, Sharda University, Greater Noida, Uttar Pradesh, India Conference Theme: India @75: An Assessment of Development Challenges in the light of Covid-19, Noida, Uttar Pradesh, India.
3.	Singh, R. K., & Gupta, A. (2018, February 24–25). <i>Role of agriculture in Indian economy development: A retrospection</i> [Paper Presentation]. National Conference on Agriculture Growth in India: Opportunities and Challenges, organized by XVII Annual Conference of Madhya Pradesh Economic Association (MPEA), Department of Economics, Dr. Hari Singh Gour Central University, Sponsored by UGC and ICSSR, Sagar, Madhya Pradesh, India.
4.	Singh, R. K., & Gupta, A. (2018a, February 23–24). <i>Strategies for managing global health issues: A retrospection into India health eco-system</i> [Paper Presentation]. National Conference on Recent Advancement in Developing India, organized by Engineering, Management & Medical Association of Sagar in Association with SAM college of Engineering, Raisen Road, Bhopal, India.
5.	Tiwari, S., Gupta, A., & Tiwari, P. (2018, February 3). <i>Transforming communication-consumer's perception towards 4G services: A study on reliance Jio users in Agra region</i> [Paper Presentation]. National Conference on Efficient Implementation of Digital and Cashless Transactions, organized by Deen Dayal Upadhyay Kaushal Kendra, Rajiv

	Gandhi South Campus, Banaras Hindu University, Varanasi, Uttar Pradesh, India.
6.	Gupta, A. (2017, March 27–28). Demonetization and cashless economy transactions: Lessons from mobile wallet firms in India [Paper Presentation]. National Conference on Demonetization and Uprooting Parallel Economy, organized by Department of Commerce, Dr. Hari Singh Gour Central University, Sponsored by ICSSR, New Delhi, Sagar, Madhya Pradesh, India.
7.	Gupta, A. (2017, March 19–20). <i>Identifying critical successful factors for empowering youth as a change agent in society</i> [Paper Presentation]. National Conference on Youth Empowerment through Skill and Education for Nation Development, organized by Engineering Management & Medical Association of India, Sagar, Madhya Pradesh at Infinity Management and Engineering College, Sagar, Madhya Pradesh, India.
8.	Gupta, A., & Kumar, A. (2017, February 25–26). <i>Current scenario and future potential of Start-Ups: A growing part of Indian Eco-System</i> [Paper Presentation]. National Conference on Emerging Paradigms for Managing Start-Ups, organized by Department of Business Management, Dr. Hari Singh Gour Central University, Sagar, Madhya Pradesh, India.
9.	Gupta, A. (2016, May 7). <i>BRICS nations: Emergence and transformation of world economies</i> [Paper Presentation]. National Conference on Role of Emerging Economic Association in International Relations & Financial Management: Contemporary Issues & Challenges, organized by Faculty of Management, Commerce and Economics, Swami Vivekanand University, Sagar, Madhya Pradesh, and Sponsored by Indian Accounting Association, Sagar Chapter, Madhya Pradesh, India.
10.	Gupta, A., Jain, M., & Singhai, R. (2015, December 18–19). <i>Management education: A reflection on current status and growth story of India</i> [Paper Presentation]. National Conference on Restructuring Higher Education and Technical Education, organized by Engineering Management & Medical Association of India, Sagar, Madhya Pradesh at Govt. Autonomous Girls PG College of Excellence, Sagar, Madhya Pradesh.
11.	Gupta, A., & Tiwari, S. K. (2015, March 21–22). <i>Measuring effect of E-Service quality on customer satisfaction in E-Tailing services- a study in Mathura region of Uttar Pradesh (India)</i> [Paper Presentation]. National Conference on E-Buzz: The X-Factor, organized by Department of Business Management GLA University, Mathura, Uttar Pradesh, India.
12.	Yadav, B., & Gupta, A. (2014, December 13). <i>Emerging new trends in life insurance industry in India</i> [Paper Presentation]. National Conference on Emerging Trends in area of Management and Accounting, organized by Babulal Tarabai Institute of Research and Technology, Sagar, MP (India) in association with Indian Accounting Association, Sagar, Madhya Pradesh, India.
13.	Gupta, A., & Sharma, A. (2013, February 15–16). Vocational education for inclusive growth of our nation [Paper Presentation]. National Conference on Education for the Nation Development, organized by Tecnia Institute of Advance Studies, New Delhi, India.
14.	Gupta, A. (2012, October 20). <i>Rural retailing: A growth story of Indian market</i> [Paper Presentation]. National Conference on Heuristic Approach of Marketing in Developing Economy, organized by Tecnia Institute of Advance Studies, New Delhi, India.
15.	Gupta, A., & Sharma, A. (2012, April 21). <i>Social media: Issues and challenges</i> [Paper Presentation]. National Conference on Internet Computing & Communications: Contemporary Issues, Enhancement, Future Aspects, organized by Tecnia Institute of Advance Studies, New Delhi, India.
16.	Gupta, A., & Chandra, R. (2012, April 18). <i>Social and legal implications of tobacco products: An Indian perspective</i> [Paper Presentation]. National Conference on Change Management and Transformation, organized by School of Management Studies, Motilal Nehru National Institute of Technology, Allahabad, Uttar Pradesh, India.
17.	Gupta, A., & Chandra, R. (2012, April 14–15). <i>Factors influencing the acceptance level of life insurance consumption</i> [Paper Presentation]. National Conference on Innovative Management Practices in Banking and Insurance Sector- A Global Perspective, organized by Faculty of Commerce, Banaras Hindu University, Varanasi, Uttar Pradesh, India.
18.	Gupta, A. (2012, April 13). <i>Adoption of e-banking practices: A study in Indian banking sector</i> [Paper Presentation]. National Conference on Business Restructuring: Creating Values in Global Era, organized by United Institute of Management, Allahabad, Uttar Pradesh, India.
19.	Gupta, A. (2012, March 31). <i>Social entrepreneurship in India: An emerging scenario in India (a case study of PRADAN &amp; NIDAN)</i> [Paper Presentation]. National Conference on Dynamics of Social Entrepreneurship, organized by Tecnia Institute of Management, New Delhi, India.
20.	Gupta, A., & Sahu, G. P. (2012, March 17). <i>Factors influencing usage of relationship marketing practices for overall growth of the firm: A study in Indian service sector</i> [Paper Presentation]. National Conference on 3rd National Research Paper Presentation Competition, organized by Bharati Vidyapeeth's Institute of Management & Research, New Delhi, India.
21.	Gupta, A., & Gaur, A. (2012, January 21–22). <i>Green management practices as competitive strategy: Innovations, globalization and social entrepreneurship</i> [Paper Presentation]. National Conference on Green Management Practices as Competitive Strategy: Innovations, Globalization and Policies, organized by Bharati Vidyapeeth's Institute of Management & Research, New Delhi, India.
22.	Gupta, A., & Tandon, A. (2011, September 27). <i>Co-creating experiential value: A case of Indian retail scenario</i> [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.

23.	Gupta, A., Dwivedi, P., & Sahu, G. P. (2011, September 17). <i>Ethics in marketing: Need of the hour for fair market practices</i> [Paper Presentation]. National Conference on Ethics in Business: Mantra of Cut-Throat Competition, organized by Krishna Institute of Engineering & Technology, Ghaziabad, Uttar Pradesh, India.
24.	Gupta, A., & Yadav, M. (2011, March 26). <i>Viral marketing – a modern marketing approach in 21st century</i> [Paper Presentation]. National Conference on Contemporary Issues in Marketing and Intellectual Property Rights, organized by Guru Gobind Singh Indraprastha University School of Management Studies, New Delhi, India.
25.	Gupta, A., & Srivastava, S. (2011, February 20). <i>Corporate governance – a success mantra in 21st-century businesses</i> [Paper Presentation]. National Conference on Management of Innovation in Business & Technology: New Strides, organized by School of Management Sciences, Varanasi, Uttar Pradesh, India.

MDP/ FDP / WORKSHOPS / SHORT TERM COURSES / SEMINARS AND CONFERENCE ORGANIZED				
Sl. No	Title of FDP, Workshop, Training, Seminar & Conference	Date and Year	MDP/ FDP / Workshop and Seminar Organizer	Duration (Day/Week/Month)
1.	International Leadership Summit 2026	06-07 May 2026	South Asian University (SAU), New Delhi <b>Role: Member, Organizing Committee</b>	02 Days
2.	INNOVATHON 1.0 – An AI – powered Hackathon for Digital Commerce	24-26 April, 2026	South Asian University (SAU), New Delhi, in association with DigiHaat, Nirmat Bharat (A subsidiary of Open Network for Digital Commerce (ONDC), Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India <b>Role: Member, Organizing Committee</b>	02 Days
3.	Global Business Research Conference (GBRC) 2025 <a href="https://www.iift.ac.in/gbrc2025/">https://www.iift.ac.in/gbrc2025/</a>	26-28 March 2025	Indian Institute of Foreign Trade, New Delhi <b>Role: Conference Convener</b>	03 Days
4.	Certificate Program in Export-Import Management [Offline]	July to November 2024	Indian Institute of Foreign Trade, New Delhi <b>Role: Programme Director</b>	Five Month
5.	Certificate Program in Export-Import Management [Hybrid]	January to May 2024	Indian Institute of Foreign Trade, New Delhi <b>Role: Programme Director</b>	Five Month
6.	Certificate Program in Export-Import Management [Hybrid]	20 February to June 2023	Indian Institute of Foreign Trade, New Delhi <b>Role: Programme Director</b>	Five Month
7.	Professional Training Programme (PTP) on 'International Business Analytics and Market Intelligence'	09 February to June 2023	Indian Institute of Foreign Trade, New Delhi <b>Role: Programme Director</b>	Six Month
8.	Research Seminar on Publishing in Top-tier Journals - Editor's Perspective	10 <sup>th</sup> December 2022	Indian Institute of Foreign Trade, New Delhi <b>Role: Programme Coordinator</b>	One Day
9.	Teaching Case Writing	18 - 30 June 2022	Jaipuria Institute of Management, Noida, Uttar Pradesh, India	Two Week
10.	Professional Training Programme (PTP) on 'International Business Analytics and Market Intelligence'	09 January to June 2022	Indian Institute of Foreign Trade, New Delhi <b>Role: Programme Director</b>	Six Month
11.	Leadership and Excellence in Professional Education  [Certificate No. ATAL/2022/1646385139]	12-16 July, 2021	Indian Institute of Foreign Trade, New Delhi <b>Role: Programme Coordinator</b> <b>Sponsored by AICTE-ATAL Academy, AICTE, New Delhi, India</b> <b>Funding: INR 93, 000/- (USD 1267)</b>	Five Day
12.	Defence Export in India – Opportunities and Challenges	25 – 28 June, 2019	National Academy of Defence Production (NADP), Nagpur and Indian Institute of Foreign Trade, New Delhi <b>Role: Programme Director</b>	Four Day
13.	Professional Enhancement	August 2018-	Indian Institute of Foreign Trade, New	Six Month

	Programme for Officers of Defence Services on 'International Business Management'	February, 2019	Delhi <b>Role: Co-Programme Director</b>	
14.	Digital and Social Media Marketing in Emerging Markets [Course Code: 164046J01]  <b>Foreign Expert Invited:</b> Prof. Yogesh Dwivedi, Director of Research, School of Management, Swansea University, Wales, United Kingdom	14 October to 20 October, 2016	Department of Business Management Dr. Harisingh Gour Central University, Sagar, MP, India <b>Role:</b> Course Coordinator <b>Funding:</b> Rs 5.44 Lakhs [USD 8000 Approx]  <b>Sponsored By:</b> Under the Scheme on Global Initiatives of Academic Network [GIAN], Ministry of Human Resource Development, Govt. of India, New Delhi, India	07 Days  Approved by Apex committee formed by MHRD, Govt. of India
15.	Academic Administrators Workshop	16-17 <sup>th</sup> July 2016	UGC-Human Resource Development Centre Dr. Hari Singh Gour Central University, Sagar, MP, India <b>Role: Workshop Coordinator</b>	Two Day
16.	Governance Reforms for Quality in Higher Education in India [Panel Discussion]	08 <sup>th</sup> September 2015	School of Commerce and Management Dr. Hari Singh Gour Central University, Sagar, MP, India <b>Role: Coordinator</b>	One Day

#### FDP, WORKSHOPS, SEMINARS ATTENDED & PARTICIPATED

S. No	Title of FDP, Workshop, Seminar and Certificate Course	Date and Year	Details of Organizer	Duration (Day/Week/Month)
<b>July 2025- June 2026</b>				
1.	Multi- Business Model Innovation Expert: Peter Lindgren, Copenhagen Business School, Denmark	12 May 2026	Faculty of Management, South Asian University (SAU), New Delhi	01 Day Offline
<b>July 2024- June 2025</b>				
1.	Assurance of Learning (AOL) Seminar -II	29-30 May 2025	Accreditation and Ranking Cell Indian Institute of Foreign Trade, New Delhi	02 Day Offline
2.	Use of Generative AI and Experimental Methods in Business Research	26 March 2025	Indian Institute of Foreign Trade, New Delhi	01 day Offline
<b>AY July 2023- June 2024</b>				
3.	Continuous Improvement Seminar	07- 08 March 2024	AACSB Accreditation Digital Learning	Online Mode 02 Day
4.	Continuous Improvement Report: Transitioning to the 2020 Standards Seminar	05 February 2024	AACSB Accreditation Digital Learning	Online Mode 01 Day
<b>AY July 2022- June 2023</b>				
5.	An Introduction to Ethical Publishing Behaviour	02 May 2023	Web of Science Academy (Clarivate Analytics), UK	Online Course [12 Lessons, 60 Min each]
6.	Two Week Interdisciplinary Refresher Course on Skill Development: Need, Challenges and Prospects	04 <sup>th</sup> – 17 <sup>th</sup> January 2023	UGC- Human Resource Development Center Dr. Harisingh Gour Central University, Sagar, MP, India	Online Mode 15 Day
7.	International Workshop on – Research Writing and Publication	14 – 18 November 2022	School of Business and Management Studies, Central University of Haryana, Haryana, India	Online Mode 05 Day
8.	Handy Tips on writing the introduction of your research	08 September, 2022	Department of Management Studies, Sabaragamuwa University of Sri Lanka, Gulf Medical University, Ajman, UAE and	Online Mode 01 Day

			Emerald Publishing, South Asia	
<b>AY July 2021- June 2022</b>				
9.	Introduction to PLS-SEM Using SmartPLS	21 - 22 March 2022	Indian Academy of Management (INDAM) in association with SmartPLS	Online Mode 02 Day
10.	Assurance of Learning for AACSB Accreditation	03 - 05 March 2022	Indian Institute of Foreign Trade, New Delhi	Online Mode 02 Day
11.	Case Teaching Workshop	25 January 2022	AIB South Asia Chapter and Indian Institute of Management, Visakhapatnam	Online Mode 01 Day
12.	National Level Workshop on NIRF INDIA RANKINGS - 2022 For Higher Educational Institutions	05 - 06 January 2022	Institute for Academic Excellence, Collegiate Education & Technical Education Department, Govt. of Telangana	Online Mode 02 Day
13.	Reviewing in the Sciences	25-05-2021	Web of Science Academy (Clarivate Analytics), UK	Online Course [03 Units and 11 Modules]
14.	Faculty Development Program on Entrepreneurship	30 <sup>th</sup> March 2021 to 10 <sup>th</sup> April 2021	Centre for Research and Industrial Staff Performance (CRISP), Bhopal, Madhya Pradesh Sponsored by NSTEDB, Department of Science and Technology, Govt. of India, New Delhi	Online Mode 12 Day
15.	Plagiarism: Decision Making & Dealing with Grey Zones across Academic Fields	31st January, 2021	Researcher Academy, Elsevier	Online Mode 01 Day
16.	Two Week Refresher Course on Data Analysis with Statistical methods	21 <sup>st</sup> December 2020 – 03 <sup>rd</sup> January 2021	Ramanujan College (University of Delhi) in association with Indian Accounting Association, NCR Chapter	Online Mode 15 Day
17.	Research and Innovation Procedure for filing Patents, IPR and Copyrights	18 <sup>th</sup> – 22 <sup>nd</sup> August 2020	School of Business Studies, Sharda University, Greater Noida	Online Mode 05 Day
18.	Academic Writing in Quality Journals	18 <sup>th</sup> -19 <sup>th</sup> August, 2020	Department of Management Studies, University of Madras, India	Online Mode 02 Day
19.	Structural Equation Modeling in Management and Social Science using AMOS and R	11 <sup>th</sup> - 15 <sup>th</sup> May, 2020	Institute of Management Studies, Ghaziabad, Uttar Pradesh, India	Online Mode 06 Day
20.	PLS – SEM Using Smart PLS	06 <sup>th</sup> - 11 <sup>th</sup> May, 2020	Research Shiksha (A Research Consultancy Firm), New Delhi, India	Online Mode 06 Day
21.	Qualitative Research Methods	April 28 <sup>th</sup> – 04 <sup>th</sup> May, 2020	Skill Faculty of Management Studies and Research Sri Vishwakarma Skill University (SVSU), Palwal, Haryana, India	Online Mode 07 Day
22.	Introduction to Sustainable Development in Asia and the Pacific	April 24 <sup>th</sup> , 2020	Asian Development Bank Institute (ADBI), Tokyo, Japan	Online Course [01 Units and 01 Modules]
23.	Advancing the Digital Economy for Sustainable Growth in Asia	April 24 <sup>th</sup> , 2020	Asian Development Bank Institute (ADBI), Tokyo, Japan	Online Course [03 Units and 11 Modules]
24.	Fostering Growth and Inclusion in Asia's Cities	April 23 <sup>rd</sup> , 2020	Asian Development Bank Institute (ADBI), Tokyo, Japan	Online Course [04 Units and 11 Modules]
25.	Leveraging Services for Development: Prospects and Policies	April 20 <sup>th</sup> , 2020	Asian Development Bank Institute (ADBI), Tokyo, Japan	Online Course [04 Units and 10 Modules]
26.	Australia-India Business Exchange 2020 Theme- Building Better Partnerships to reinforce world class university systems	February 24 <sup>th</sup> , 2020	Australian Trade and Investment Commission, Australian Government	01 Day
27.	Ranking Methodologies and Strategies	February 14 <sup>th</sup> , 2020	Indian Institute of Technology Delhi and University of Auckland, New	01 Day

			Zealand	
28.	Emerging Trends in Digital Media and Marketing Communications Under the Series 'Building a Research University in an Innovation Ecosystem'	February 07 <sup>th</sup> , 2020	Jio Institute, Navi Mumbai	01 Day
29.	Global Trends in international Higher Education: what is (and should be) the role of India?	January 13 <sup>th</sup> , 2020	World Bank in association with Association of Indian Universities (AIU), MHRD's Technical Education Quality Improvement Programme (TEQIP)	01 Day
30.	Aston International Certificate Program in Faculty Development	August 26-30, 2019	Aston University, Birmingham, United Kingdom	05 Day
31.	SPARC (Scheme for Promotion of Academic and Research Collaboration) Orientation Workshop	11 <sup>th</sup> June 2019	University Grants Commissions, New Delhi	01 Day
32.	Capacity Development Program for SWAYAM- MOOC Course Coordinators	27-29 May 2019	National Institute of Technical Teachers Training and Research (NITTTR), Chennai in Association with MHRD and UGC, New Delhi	03 Day
33.	Building World Class Universities: (Trans) formative Higher Education Spaces & Places	11 <sup>th</sup> March 2019	Deakin University in association with Australian Trade and Investment Commission, Australia	01 Day
34.	All India Survey on Higher Education 2018-19 (Data Capturing Format and Teacher Information Format)	08 <sup>th</sup> February, 2019	Department of Higher Education, Ministry of Human Resource Development, Govt. of India, New Delhi	01 Day
35.	QS-India Summit on 'World University Ranking'	15 <sup>th</sup> October, 2018	QS India and University of Auckland, New Zealand	01 Day
36.	Flipped Learning Pedagogy	16 <sup>th</sup> October to 17 <sup>th</sup> October, 2017	Department of Commerce, Dr. Hari Singh Gour Central University, Sagar, MP, India	02 Day
37.	Methods and Process of Introducing Rural Engagement and Inculcating Social Responsibility	19 <sup>th</sup> to 20 <sup>th</sup> April, 2017	National Council of Rural Initiatives, Department of Higher Education, Ministry of Human Resource Development in association with Dr. Hari Singh Gour Central University, Sagar, MP, India	02 Day
38.	Faculty Development Program on Entrepreneurship	28 <sup>th</sup> June 2016 to 09 <sup>th</sup> July 2016	Centre for Research and Industrial Staff Performance (CRISP), Bhopal, Madhya Pradesh Sponsored by NSTEDB, Department of Science and Technology, Govt. of India, New Delhi	12 Day
39.	Inter-Disciplinary Program/Refresher Course on "E-commerce and Management: Research Methodology"	25 <sup>th</sup> January 2016 to 14 <sup>th</sup> February 2016	UGC- Human Resource Development Center Dr. Hari Singh Gour Central University, Sagar, MP, India	21 Day
40.	Use of Technology and Innovation in Promoting Good Governance	24 <sup>th</sup> December 2014	Internal Quality Assessment Cell (IQAC) Dr. Hari Singh Gour Central University, Sagar, MP, India	01 Day
41.	Oratory Competition (Bhashan Shailee)	24 <sup>th</sup> December 2014	Internal Quality Assessment Cell (IQAC) Dr. Hari Singh Gour Central University, Sagar, MP, India	01 Day
42.	53 <sup>rd</sup> Orientation Programme for Faculty	18 <sup>th</sup> December 2014 to January 14 <sup>th</sup> , 2015	UGC- Academic Staff College Dr. Hari Singh Gour Central University, Sagar, MP, India	28 Day
43.	Training Cum Workshop on Anti-Plagiarism Softwares Turnitin &	9 <sup>th</sup> May 2014	Dr. Hari Singh Gour Central University, Sagar, MP, India	01 Day

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44.	Assessment and Accreditation by 'NAAC'	28-29 March 2014	Internal Quality Assessment Cell (IQAC) Dr. Hari Singh Gour Central University, Sagar, MP, India	02 Day
45.	Harnessing Intellectual Property and Its Management for Growth and Prosperity	4 <sup>th</sup> January 2014	National Research Development Organization, New Delhi, India	01 Day
46.	Springer User Awareness Program	18 <sup>th</sup> December 2013	Dr. Hari Singh Gour Central University, Sagar, MP, India	01 Day
47.	Faculty Development Program on Teaching Methodology	20-26 May, 2013	School of Management Studies, Motilal Nehru National Institute of Technology Allahabad	07 Day
48.	Summer School Program on Multivariate Data Analysis	06-11 May, 2013	Indian Institute of Management, Ahmedabad	06 Day
49.	Short-term Training Program on Research Methodology	April 29- 03 May 2013	School of Management Studies, Motilal Nehru National Institute of Technology Allahabad	05 Day
50.	Faculty Orientation Programme	12-13 January, 2013	Motilal Nehru National Institute of Technology Allahabad	02 Day
51.	22 <sup>nd</sup> Annual Market Research Seminar – “Research in the Age of Pragmatism (Reinterpret-Redesign-Reinvent)”	17-18 <sup>th</sup> December 2012	Market Research Society of India (MRSI), Mumbai	02 Day
52.	Structural Equation Modeling in Social Science Research	2-3 <sup>rd</sup> March 2012	Faculty of Management Studies, Banaras Hindu University, Varanasi (India)	02 Day
53.	Food Security in India- The Prospect and Policy Change	27 <sup>th</sup> August 2011	Department of Humanities and Social Science, MNNIT, Allahabad	01 Day
54.	Business Etiquettes and Creative Decision Making	16-17 March 2011	School of Management Studies, MNNIT, Allahabad	02 Day
55.	Recent Advances in Research Methods & Data Analytical Tools	24-25 February 2011	All India Management Association, New Delhi	02 Day
56.	NGO Management: Transformation in Approach and Strategies	November 21, 2010	Department of Humanities and Social Science, MNNIT, Allahabad	01 Day
57.	Micro-Finance: An Indian Perspective	August 13, 2010	Department of Humanities and Social Science, MNNIT, Allahabad	01 Day

#### INVITED TALKS/LECTURES DELIVERED

Sl. No.	Topic of Lecture/Talk	Date and Year	Organizer	Duration
<b>July 2025- June 2026</b>				
1.	Advanced Systematic Literature Review and Research Synthesis	10 – 12 <sup>th</sup> June 2026	ServiceSetu Academics (Registered as the ServiceSetu Foundation under Section 8 of the Companies Act 2013)	7.30 Hours
2.	Research Proposal Preparation & Presentation	30-05-2026	ICSSR-sponsored Capacity Building Program organized by the Faculty of Management, South Asian University (SAU), New Delhi (An International University established by the Government of SAARC Nations)	1.30 Hour
3.	Editorial Meet: Dos and Don'ts of Publishing in Quality Journals	22-05-2026	SGT Global Business School of Commerce & Management, SGT University, Gurugram	02 Hour
4.	Systematic Literature Review	20-05-2026	ICSSR-sponsored Capacity Building Program organized by the Faculty of Management, South Asian University (SAU), New Delhi (An International University established by the Government of SAARC Nations)	1.30 Hour
5.	Formulating Research Problem,	18-05-2026	ICSSR-sponsored Capacity Building	1.30 Hour

	Questions and Research Objectives in Social Science and Management Research		Program organized by the Faculty of Management, South Asian University (SAU), New Delhi (An International University established by the Government of SAARC Nations)	
6.	Educating for Viksit Bharat - Why Creativity, Cognition, Culture Matter?	20-02-2026	CODE. Edu in AI India Impact Summit 2026, Bharat Mandapam, New Delhi	01 Hour
7.	Market Diversification: Emerging Destinations and Trend Drivers in Indian Handicrafts Exports	15-02-2026	Export Promotion Council of India (EPCH), Ministry of Textiles, Govt. of India at IHGF Delhi Fair (61st Edition) at India Exposition Mart Limited, Greater Noida, Uttar Pradesh	01 Hour
8.	Publishing in High Quality Journals	12-02-2026	Sharda School of Business Studies (SSBS), Sharda University, Agra in association with Brokenshire College, Philippines	1.30 Hour
9.	Simulation as a Blended, Hybrid and Personalised E-learning Tool	27-01-2026	MANIT Rolta Innovation and Incubation Foundation, Maulana Azad National Institute of Technology (MANIT) Bhopal (An Institution of National Importance declared by the Government of India)	1.30 Hour
10.	Publishing in High Quality Journals	22-01-2026	S K Somaiya School of Commerce & Business Studies, Somaiya Vidya Vihar University (SVVU), Mumbai	02 Hour
11.	Capacity Building Case Writing Clinic Workshop	21-01-2026	S K Somaiya School of Commerce & Business Studies, Somaiya Vidya Vihar University (SVVU), Mumbai	02 Hour
12.	Conducting Systematic Literature Review Using AI Tools	14-01-2026	Oriental College of Management, Oriental Group of Institutions, Bhopal, Madhya Pradesh	1.30 Hour
13.	Academic Writing using AI Tools	12-01-2026	Oriental College of Management, Oriental Group of Institutions, Bhopal, Madhya Pradesh	1.30 Hour
14.	Conducting Systematic Literature Review	26-12-2025	Management Development Institute (MDI), Murshidabad, West Bengal	02 Hour
15.	Tips for Publishing in High Quality Journals	17-12-2025	Indira Institute of Business Management (IIBM), Mumbai & Dr. Mar Theophilus Institute of Management Studies (DMTIMS), Mumbai	1.30 Hour
16.	Writing a Winning Research Grant Proposal	15-12-2025	Indira Institute of Business Management (IIBM), Mumbai & Dr. Mar Theophilus Institute of Management Studies (DMTIMS), Mumbai	1.30 Hour
17.	Responding to Peer Reviews and Enhancing Manuscript Acceptance Rates	14-11-2025	School of Management Studies, Sathyabama Institute of Science and Technology, Chennai	1.30 Hour
18.	Sustainable Consumerism in the Global Era	13-09-2025	Faculty of Liberal Arts, Atmiya University, Rajkot, Gujrat	02 Hour
19.	Segmentation, Targeting and Positioning in Global Markets	08-09-2025	Federation of Indian Export organizations (FIEO), New Delhi (Set up by Ministry of Commerce and Industry, Govt. of India)	1.30 Hour
<b>AY July 2024- June 2025</b>				
20.	Segmentation, Targeting and Positioning in Global Markets	04-06-2025	Federation of Indian Export organizations (FIEO), New Delhi (Set up by Ministry of Commerce and Industry, Govt. of India)	1.30 Hour
21.	Segmentation, Targeting and Positioning in Global Markets	03-03-2025	Federation of Indian Export organizations (FIEO), New Delhi (Set up by Ministry of Commerce and Industry, Govt. of India)	1.30 Hour
22.	Building Sustainable Future: Challenges & Opportunities	01-03-2025	PSIT College of Higher Education, Kanpur, Uttar Pradesh	1.30 Hour

23.	Sustainable Consumerism	27-02-2025	Global Indian International School (GIIS), Smart Campus, Punggol, Singapore	1.30 Hour
24.	AI in Education: Transformations, Challenges and Future of Work	07-02-2025	Vivekananda Institute of Professional Studies (VIPS) – Technical Campus, Outer Ring Road, Pitampura, New Delhi	1.30 Hour
25.	Go to Market Strategy for Startups	04-12-2024	NIFTEM Technology Innovation and Business Incubation Foundation (NTIBIF) National Institute of Food Technology and Entrepreneurship Management (NIFTEM), An Institute of National Importance under Ministry of Food Processing Industries, Government of India, Sonapat, Haryana, India	1.30 Hour
26.	Segmentation, Targeting and Positioning in Global Markets	25-11-2024	Federation of Indian Export organizations (FIEO), New Delhi (Set up by Ministry of Commerce and Industry, Govt. of India)	1.30 Hour
27.	Conducting Methodological Literature Review	15-11-2024	School of Commerce and Economics Presidency University, Bangalore	1.30 Hour
28.	Literature Review Methods	04-11-2024	Manthan Discussion Series Indian Institute of Foreign Trade (IIFT) Delhi	1.30 Hour
<b>AY July 2023- June 2024</b>				
29.	Fundamentals of Management	08-07-2023	Personal Contact Programme (PCP) Post Graduate Diploma in Personnel Management (PGDPM) Institute of Distance Education Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar, Madhya Pradesh, India	03 Hour
30.	Effective Paper Writing	26-04-2024	Internal Quality Assurance Cell (IQAC) NIRWAN University Jaipur	1.30 Hour
31.	Branding & Digital Marketing	13-03-2024	NIFTEM Technology Innovation and Business Incubation Foundation (NTIBIF) National Institute of Food Technology and Entrepreneurship Management (NIFTEM), An Institute of National Importance under Ministry of Food Processing Industries, Government of India, Sonapat, Haryana, India	03 Hour
32.	Market Research & Marketing	12-03-2024	NIFTEM Technology Innovation and Business Incubation Foundation (NTIBIF) National Institute of Food Technology and Entrepreneurship Management (NIFTEM), An Institute of National Importance under Ministry of Food Processing Industries, Government of India, Sonapat, Haryana, India	03 Hour
33.	Design Thinking and Soft Skills	23-02-2024	V.V. Giri National Labour Institute An Autonomous Body of Ministry of Labour & Employment, Government of India, Noida, Uttar Pradesh, India	03 Hour
34.	Effective use of Online Databases in Higher Education and Research	21-02-2024	UGC-Human Resource Development Centre, Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar, Madhya Pradesh, India	1.30 Hour
35.	Use of Simulation as Teaching Pedagogy in Higher Education	19-02-2024	UGC-Human Resource Development Centre, Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar, Madhya Pradesh, India	1.30 Hour

<b>AY July 2022- June 2023</b>				
36.	Academic Writing	22-06-2023	R V Northland Institute, Greater Noida, Uttar Pradesh	02 Hour
37.	Sustainable and Responsible Consumption in the age of Technology	24-02-2023	UGC-Human Resource Development Centre, Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar, Madhya Pradesh, India	1.30 Hour
38.	Fostering Sustainability through Digital Transformation	23-02-2023	UGC-Human Resource Development Centre, Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar, Madhya Pradesh, India	1.30 Hour
39.	Systematic Scientific Writing for Publication	19-11-2022	UGC-Human Resource Development Centre, Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar, Madhya Pradesh, India	1.30 Hour
40.	Conducting Systematic Literature Review (Topic Selection, Types of Review, Review Protocols)	26-09-2022 to 02-10-2022	Sharda Business School, Sharda University, Greater Noida, Uttar Pradesh, India	02 Hour
41.	Seminar Presentation- Micro Teaching	03-09- 2022	UGC-Human Resource Development Centre, Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar, Madhya Pradesh, India	1.30 Hour
<b>AY July 2021- June 2022</b>				
42.	Teaching Case Writing	18-30 June 2022	FPM Division, Jaipuria Institute of Management, Noida, Uttar Pradesh	07 Sessions 90 Min Each
43.	Internationalization of Indian Higher Education and Role of Digital Advocacy	02-06-2022	The Ambassador Platform, London, UK	01 Hour
44.	Basics of Qualitative Methods	07-05- 2022	Research Division, Indian Institute of Foreign Trade, New Delhi	90 Min
45.	Recent Trends in Multidisciplinary Research	21-04-2022	IMS Ghaziabad (University Courses Campus), Ghaziabad, Uttar Pradesh	50 Minutes
46.	Understand the Use of Gamification in Technology-driven Banking Services to Enhance Customer Experience	24-03-2022	Gamification Europe Conference- 2022 (Virtual Conference) GAMIFICATION+ LTD, United Kingdom	30 Minutes
47.	Job Roles and Responsibilities in Marketing Research	11-03-2022	RISE-WPU (Online Education Platform) under MIT World Peace University, Pune, India	01 Hour
48.	Artificial Intelligence in Marketing	17-12-2021	UGC-Human Resource Development Centre, Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar, Madhya Pradesh, India	1.30 Hour
49.	Artificial Intelligence in Business Management	17-12-2021	UGC-Human Resource Development Centre, Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar, Madhya Pradesh, India	1.30 Hour
50.	Conducting Review of Literature for Doctoral Research	05-10-2021	Department of Management Studies, Graphic Era University, Dehradun, Uttarakhand	1.30 Hour
51.	Academic Writing & Literature Review	05-10-2021	UGC-Human Resource Development Centre, Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar, Madhya Pradesh, India	1.30 Hour
52.	IIFT's Role in India's Foreign Trade and International Business Strategy	17-09-2021	Amity International Business School, Amity University, Uttar Pradesh, India	02 Hour
53.	India's Foreign Trade Policy	31-07-2021	Institute of Distance Education for Course on Post Graduate Diploma in International Business and Export Management Dr. Harisingh Gour Central University, Sagar (MP), India	1.30 Hour
<b>AY July 2020- June 2021</b>				
54.	Social Marketing	13-06-2021	Department of Humanities, Social Sciences and Management	02 Hour

			National Institute of Jamshedpur, Jharkhand	
55.	Social Innovation and Entrepreneurship	12-06-2021	Department of Humanities, Social Sciences and Management National Institute of Jamshedpur, Jharkhand	02 Hour
56.	India's Foreign Trade	12-03-2021	Amity International Business School, Amity University, Uttar Pradesh, India	01 Hour
57.	Research Ethics and Plagiarism	01-02-2021	UGC-Human Resource Development Centre, Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar, Madhya Pradesh, India	1.30 Hour
58.	Leadership in the VUCA World	02-02-2021	UGC-Human Resource Development Centre, Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar, Madhya Pradesh, India	1.30 Hour
59.	Imaging (Positioning) and Branding of Events	17-12-2020	Department of Business Management Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar, Madhya Pradesh, India	1.30 Hour
60.	Event Marketing: Past, Present and Future (Historical Developments and Trends)	14-12-2020	Department of Business Management Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar, Madhya Pradesh, India	1.30 Hour
61.	Demonstrating Business Leadership in the time of Crisis	15-09-2020	UGC-Human Resource Development Centre, Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar, Madhya Pradesh, India	1.30 Hour
62.	Indian Economy in the time of Covid-19	10-09-2020	UGC-Human Resource Development Centre, Dr. Harisingh Gour Vishwavidyalaya (A Central University), Sagar, Madhya Pradesh, India	1.30 Hour
63.	Self-Code of Conduct and Standards for Indian Direct Selling Industry	21-08-2020	The Associated Chambers of Commerce and Industry of India (ASSOCHAM), New Delhi	1.30 Hour
64.	Demonstrating Business Leadership in the Time of Crisis (Orientation Program 2020-21 Address for BBA and B. Com Students)	16-07-2020	School of Commerce and Economics Jagran Lakecity University (JLU), Bhopal, Madhya Pradesh, India	01 Hour
<b>AY July 2019- June 2020</b>				
65.	Indian Economy and E-marketing: Challenges and Opportunities	04-06-2020	Faculty of Management Studies, RKDF University, Bhopal, Madhya Pradesh	01 Hour
66.	Indian Economy in time of COVID-19: A Research Agenda and Discussion	21-05-2020	Swami Vivekanand University (SVNU), Sagar, Madhya Pradesh, India	02 Hour
67.	Uncovering the Potential of CRM	07-04-2020	Skill Faculty of Management Studies and Research, Shri Vishwakarma Skill University, Haryana, India	01 Hour
68.	Integrated Marketing Communication	26-09-2019 to 12-10-2019	National Institute of Food Technology Entrepreneurship and Management, Sonapat, Haryana, India	10 Sessions [75 Minute Each]
<b>AY July 2018- June 2019</b>				
69.	Consumer Behaviour	10-02-2019 to 10-05-2019	National Institute of Food Technology Entrepreneurship and Management, Sonapat, Haryana, India	25 Sessions [75 Minute Each]
<b>AY July 2017 - June 2018</b>				
70.	Panel Discussion on "Business Implication of the Business Analytics"	25 <sup>th</sup> April, 2018	Lloyd Business School, Greater Noida, Uttar Pradesh	02 Hour
71.	Winning Strategies in Digital Age	27 <sup>th</sup> January, 2018	Department of Business Management Babulal Tarabai Institute of Research and Technology, Sironja, Sagar, Madhya Pradesh	02 Hour
72.	Advertising Campaign and Decisions Advertising Budget and Methods	12-14 <sup>th</sup> January,	Institute of Distance Education for Course on Master's in Journalism and	1 Hour and 30 Minutes

	Adverting Agency and Functions, Types Advertising in Global Markets	2018	Communication (MJC) Dr. Hari Singh Gour Central University, Sagar (MP), India	each
73.	Conducting Reliability Test in National Workshop on Data Analysis using SPSS and Excel Sponsored by Ministry of Human Resource Development, Govt. of India Under Pandit Madan Mohan Malviya National Mission on Teachers and Teaching (PMMMNTT)	27 <sup>th</sup> December 2017	Department of Education Centre for Pre-Service Teacher Education Dr. Hari Singh Gour Central University, Sagar (MP), India	1 Hour 30 Minute
74.	Basics of Advertising; Copywriting; Campaign Planning	28-30 <sup>th</sup> November, 2017	Institute of Distance Education for Course on Bachelor's in Journalism and Communication (BJC) Dr. Hari Singh Gour Central University, Sagar (MP), India	1 Hour 30 Minute
75.	Principles of Management; Planning as Management Function	03-17 <sup>th</sup> October, 2017	Institute of Distance Education Dr. Hari Singh Gour Central University, Sagar (MP), India	1 Hour 30 Minute
76.	Preparation for UGC-NET Entrance Examination November 2017	12-29 September 2017	UGC-Remedial Coaching Center, Dr. Hari Singh Gour Central University, Sagar (MP), India	1 Hour
<b>AY July 2016 - June 2017</b>				
77.	Preparation for University Entrance Examination 2017	01-05 <sup>th</sup> May 2017	UGC-Remedial Coaching Center, Dr. Hari Singh Gour Central University, Sagar (MP), India	1 Hour
78.	Personality Development of Students	25 <sup>th</sup> April 2017 & 02 <sup>nd</sup> May 2017	UGC-Remedial Coaching Center, Dr. Hari Singh Gour Central University, Sagar (MP), India	1 Hour
79.	Preparation for UGC-NET Entrance Examination January 2016	05-19 <sup>th</sup> December 2016	UGC-Remedial Coaching Center, Dr. Hari Singh Gour Central University, Sagar (MP), India	1 Hour 30 Minute
<b>AY July 2015 - June 2016</b>				
80.	Preparation for UGC-NET Entrance Examination July 2016	23-27 <sup>th</sup> May 2016	UGC-Remedial Coaching Center, Dr. Hari Singh Gour Central University, Sagar (MP), India	1 Hour 30 Minute
81.	Preparation for MBA Entrance Examination DSHGSU 2016	17-24 <sup>th</sup> May 2016	UGC-Remedial Coaching Center, Dr. Hari Singh Gour Central University, Sagar (MP), India	1 Hour 30 Minute
82.	Marketing Management in Invited Lecture Series of BBA Program	20-23 April 2016	Department of Commerce, Govt. PG Girls Degree College, Sagar, Madhya Pradesh	1 Hour
83.	International Finance in Invited Lecture Series of BBA Program	11-13 April 2016	Department of Commerce, Govt. PG Girls Degree College, Sagar, Madhya Pradesh	1 Hour
84.	Organizational Development in Personal Contact Program of Post Graduate Diploma in Business Management	17-18 August 2015	Institute of Distance Education Dr. Hari Singh Gour Central University, Sagar (MP), India	1 Hour 30 Minute
85.	Performance Appraisal and Methods in Personal Contact Program of Post Graduate Diploma in Personnel Management	09 <sup>th</sup> July 2015	Institute of Distance Education Dr. Hari Singh Gour Central University, Sagar (MP), India	4 Hour
86.	Export Management and Documentation in Personal Contact Program of Post Graduate Diploma in International Business Management	05 <sup>th</sup> July 2015	Institute of Distance Education Dr. Hari Singh Gour Central University, Sagar (MP), India	4 Hour
<b>AY July 2014 - June 2015</b>				
87.	Managing Your Own Business in Entrepreneurship Development Program (EDP) of MP Consultancy Ltd. (MPCON), MP (India)	11 <sup>th</sup> Nov. 2014	MP Consultancy Ltd. (MPCON), Bhopal, Madhya Pradesh (India) [A Technical Consultancy Organization] Sponsored by Department of Science and Technology (Govt. of India)	1 Hour 30 Minute

88.	Personnel Management (Labour and Factory Management) in Personal Contact Program of Post Graduate Diploma in Personnel Management	01-02 December 2014	Institute of Distance Education Dr. Hari Singh Gour Central University, Sagar (MP), India	1 Hour 30 Minute
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PATENTS / COPYRIGHTS / LICENSES DEVELOPED & GRANTED				
S. No.	Title of the Invention/ Patent / Copyrights/ Licenses	Granting Agency	Role/ Responsibility	Status: Completed /Ongoing
1.	System and Method for Processing Text Based Electronic Documents (Jitender Kumar, Brij Vaid, <b>Ashish Gupta</b> , Md. Chand Rashid Khan, and Ramendra Singh) [Application No- Application No.202021035006 A] <a href="http://www.ipindia.nic.in/writereaddata/Portal/IPOJournal/1_4901_1/Part-1.pdf">http://www.ipindia.nic.in/writereaddata/Portal/IPOJournal/1_4901_1/Part-1.pdf</a> (The Patent Office Journal No. 35/2020 Dated 28/08/2020, Page No. 34698)	The Controller of Patents, Govt. of India	Inventor	<b>Patent Filed</b> July 2020 <b>Patent Granted/ Published</b> 28 August 2020
2.	Employee Performance Evaluation System (Jitender Kumar, <b>Ashish Gupta</b> , Sweta Dixit, Mohit Maurya, and Alka Maurya) [Application No- 202111002800 A] <a href="https://ipindia.gov.in/writereaddata/Portal/IPOJournal/1_4947_1/Part-1.pdf">https://ipindia.gov.in/writereaddata/Portal/IPOJournal/1_4947_1/Part-1.pdf</a> (The Patent Office Journal No. 05/2021 Dated 29/01/2021, Page No. 4372)	The Controller of Patents, Govt. of India	Inventor	<b>Patent Filed</b> January 2021 <b>Patent Granted/ Published</b> 29 January 2021

MEMBERSHIP OF PROFESSIONAL BODIES			
Sl. No.	Membership Organization	Membership Type	Registration/Membership No.
1.	American Marketing Association (AMA), USA	Academic Member	00528696
2.	Indian Academy of Management	Academic Member	INDAM-2021-A-0013
3.	Academy of International Business (AIB), USA	Individual Member	51601
4.	All India Management Association (AIMA), New Delhi	Professional Individual Member	M-201021438
5.	Association of Indian Management Scholars (AIMS) International, India	Individual Member	B2-1972
6.	Eurasia Business and Economics Society (EBES)	Individual Member	-
7.	International Entrepreneurship Forum	Individual Member	-
8.	Emerging Market Society (EMS), USA	Academic Individual Member	-
9.	Association of International Business & Professional Management (AIBPM), Indonesia	Individual Member	-
10.	International Economics Development Research Center (IEDRC), Hong Kong	Individual Member	90080103
11.	Quality Circle Forum of India, Hyderabad (India)	Life Member	0499013005
12.	Centre for Education Growth and Research (India)	Individual Life Member	CEGR-LT450
13.	Integrated Chamber of Commerce and Industry	Life Member	PM-055
14.	Management Teacher Consortium [MTC Global: An ISO 9000: 2000 Certified Association]	Life Member	MTCG/M/L/2017/12/60
15.	International Academy of Business and Economics (IABE), Russia	Professional Member	-
16.	i- Xplore International Research Journals Consortium	Individual Member	12188
17.	National Entrepreneurship Network (NEN),	Individual Member	-

	Bangalore (India)		
18.	Indian Society for Technical Education (ISTE), New Delhi	Life Member	To be issued
19.	Indian Society for Training and Development (ISTD), New Delhi	Individual Member	To be issued
20.	Society of Management and Behavioral Sciences (SMBS), Jodhpur, Rajasthan	Life Member	To be Issued
21.	Society for Technical and Management Professional (STMP)	Life Member	To be issued
22.	Society of Engineering and Sciences (SEMS)	Member	Membership Accepted

PH.D. THESIS SUPERVISION					
Sl. No.	Title of the Thesis	Name of Student	Role	Year	Status Completed / Ongoing
1.	Drivers and Barriers of Digital Public Infrastructure: An Indian Context	Mr. Kamal Vashishta PhD Registration – 2025 Affiliation: Faculty of Management, South Asian University (SAU), New Delhi	PhD Supervisor	2025	Synopsis Approval Pending
2.	Antecedents and Consequences of Consumer Perception of Ethics in Influencers Marketing (CPEIM): An Indian Context	Ms. Devanshi Mehra PhD Registration - 2022 Affiliation: Indian Institute of Foreign Trade, New Delhi	PhD Supervisor	2023	Synopsis Approved Thesis Writing in Progress
3.	Gamification for Cross-Cultural Buying Journeys: A Multi-Case Analysis	Ms. Ayushi Gupta PhD Registration- 2021 Affiliation: Indian Institute of Foreign Trade, New Delhi	PhD Supervisor	2021	Thesis Submitted; Examiners' Selection is pending
4.	Customer Experience of AI-enabled Chatbot Usage and Continuance Intentions in Banking Services: An Indian Context	Mr. Lokesh Kumar PhD Registration- 2021 Affiliation: Indian Institute of Foreign Trade, New Delhi	PhD Supervisor	2021	Synopsis Approved, Thesis Writing in Progress
5.	Digital Banking, Customer Experience and Bank Financial Performance- A Study on Indian Customers	Ms. Shilpa Chouhan Affiliation: AIMA-AMU PhD Program	PhD Co-Supervisor	2018	PhD Degree Awarded

DISSERTATION RESEARCH GUIDANCE (List of Students available upon request)
1. Master's (MBA / Executive Level) Dissertation Projects Supervised: [Post Graduate Level] = 155
2. Bachelor's (BBA) Projects Supervised - Undergraduate Level = 39

AWARDS & RECOGNITIONS	
S. No.	Details of Award and Recognition
1.	Distinguished Member, Academic Advisory & Mentorship Council at MarkHub24, Since May 2026.
2.	Member – Finnish Academy of Marketing (FAM), Finland, since March 2026.
3.	Honorary / Distinguished Member of the Scientific Committee – Marketing Area, ServiceSetu Academics, registered as the ServiceSetu Foundation under Section 8 of the Companies Act 2013 since October 2025.
4.	Certificate of Appreciation as 'Outstanding Reviewer' by Asian Journal of Management Cases (AJMC), Sage Publishing on December 17, 2024.
5.	Won Best Case Study award in the IEM-UEM International Case Conference, 2023 (IUICC-2023), organized by Department of Management, Institute of Engineering & Management and University of Engineering & Management Kolkata & Jaipur. Conference Theme: Redefining Business Practices, September 1-2, 2023.
6.	Won FBR Impactful Research Award 2023, FIIB Business Review (ABDC-C, ABS-1, and SCOPUS Indexed Journal) dated 24-06-2023.
7.	Best Research Paper Award in International Conference on Business Analytics in collaboration with Infinite Sum Modelling, USA on 6 <sup>th</sup> March 2021 organized by Jaipuria Institute of Management, Noida, Uttar Pradesh.
8.	Recognition as Ambassador for Research and Science, Research Leap Committee, Dragutina Golika 32, Zagreb, Croatia, EU on 7 <sup>th</sup> February 2017.

9.	Best Research Paper Award by Engineering, Management and Medical Association of Sagar, Madhya Pradesh in "National Conference on Youth Empowerment through Skill and Education for Nation Development" on 19-20 <sup>th</sup> March 2017.
10.	Best Research Paper Award by Engineering, Management and Medical Association of Sagar, Madhya Pradesh in "Multi- Disciplinary National Conference on Restructuring Higher Education and Technical Education" on 18-19 <sup>th</sup> December 2015.
11.	Received Associate Fellowship from World Business Institute, Australia on 1st March 2015.
12.	Best Research Paper Award by Jabalpur Management Association Jointly with Global Journal of Multidisciplinary Research [ISSN: 2348-0459] in "International Conference on Innovative Technologies Driven by Multidisciplinary Research" on 5-6 <sup>th</sup> July 2014.
13.	Received Academic Excellence Award Felicitated by United Group of Institutions, Naini, Allahabad, Uttar Pradesh.
14.	Received Institute Fellowship for Pursuing Full-Time PhD Program in Management from School of Management Studies, Motilal Nehru National Institute of Technology Prayagraj (An Institute of National Importance Declared by Govt. of India).
15.	Certificate of Merit is awarded for securing 2 <sup>nd</sup> Position at Institute Level and 4 <sup>th</sup> Rank at University (State) Level in MBA Second Year (2007-2008) awarded by GLA University (Formerly GLA Institute of Technology & Management), Mathura, Uttar Pradesh.
16.	Certificate of Merit is awarded for securing 1 <sup>st</sup> Position at Institute Level in MBA First Year (2006-2007), awarded by GLA University (Formerly GLA Institute of Technology & Management), Mathura, Uttar Pradesh.

### ACADEMIC ADMINISTRATION, INSTITUTIONAL SERVICES & OUTREACH ACTIVITIES

#### Academic Year: July 2025- June 2026

- Distinguished Speaker in Editor's Meet Session in 2nd International Conference on Business Innovation, Transformation and Sustainability (BITS 2026) organised by SGT Global Business School, SGT University, Gurugram, on 22<sup>nd</sup> May 2026.
- Invitee in Round Table Discussion hosted by IILM, New Delhi, in association with North American Case Research Association (NACRA) and Association of Indian Management Schools (AIMS), New Delhi, on April 16, 2026.
- Distinguished Jury Member, 6<sup>th</sup> AIMA- ICRC Case Writing Conference organised by All India Management Association (AIMA), New Delhi, India, on 14<sup>th</sup> May 2026.
- Organising Team Member, two-day hackathon in collaboration with Nirmat Bharat, registered as a fully owned subsidiary of ONDC (Section 08 Company under the Companies Act, 2013, under the aegis of Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce, Govt. of India) during 24 - 26<sup>th</sup> April, 2026 and supported by Centre for Entrepreneurship, Training & Placement (CETP), South Asian University (SAU), New Delhi.
- Successfully collaborated on the Academic and Research Partnership with the Kathmandu University School of Management (KUSOM), Kathmandu, Nepal.
- Research Advisory Committee (RAC) Member – Mr. K K Dash, Research Scholar – Executive PhD in Management, Faculty of Management, South Asian University (SAU), New Delhi.
- Research Advisory Committee (RAC) Member – Ms. Priyanka Dahiya, Research Scholar – Executive PhD in Management, Faculty of Management, South Asian University (SAU), New Delhi.
- Member, House Allotment Committee, South Asian University (SAU), New Delhi (An International University established by the Government of SAARC Nations) w.e.f. 10<sup>th</sup> April 2026.
- Invited Speaker / Panellist on 'Educating for Viksit Bharat – Why Creativity, Cognition and Culture matter?' in AI India Impact Summit 2026 at Bharat Mandapam on 20<sup>th</sup> February 2026 hosted by CODE.edu.
- Attended Upper House (Rajya Sabha) Parliamentary Proceedings on February 13, 2026.
- Keynote Speaker in International Conference on Innovation and Sustainable Practices in Redefining Economy (InSPIRE 2K26) organised by Sharda School of Business Studies (SSBS), Sharda University, Agra, in association with Brokenshire College, Philippines, on 12-13 February 2026.
- Track Chair – Marketing Area, IIM Nagpur-Ivey Case Conference 2026, 06-08 February 2026.
- Distinguished Expert in a two-day pre-conference workshop organised by Dr Shantilal K Somaiya School of Commerce & Business, Somaiya Vidya Vihar University, Mumbai, Maharashtra, on 21-22 January 2026.
- Member, South Asia Enterprise Impact Centre (SAEIC) at South Asian University (SAU), New Delhi (An International University established by the Government of SAARC Nations) w.e.f. 02<sup>nd</sup> December 2025.
- Session Chair- Digital Strategies Track, 03<sup>rd</sup> International Conference on Sustainability, Equity, Entrepreneurship, and Digital Strategies (SEEDS 2025), Conference Theme: 'Innovating for Inclusive and Sustainable Futures, organised by Jaipuria Institute of Management, Noida, and Middlesex University Dubai in partnership with Prince of Songkla University, Hat Yai Campus, Thailand during 02-04 December 2025.
- Successfully collaborated for the Academic Partnership Program with the Advertising Standards Council of India (ASCI), India.
- Visiting Faculty in Marketing Area, Indian Institute of Foreign Trade (IIFT), New Delhi.

<ul style="list-style-type: none"> <li>● Doctoral Advisory Committee Member, Mr. Adarsh Gahlaut, PhD Student, School of Management &amp; Entrepreneurship, Shiv Nadar University (SNU) (An Institution of Eminence), Greater Noida, Uttar Pradesh, India.</li> </ul>
<ul style="list-style-type: none"> <li>● Faculty Coordinator- Branding &amp; Communication, Faculty of Management, South Asian University (SAU), New Delhi (An International University established by the Government of SAARC Nations &amp; Supported by Ministry of External Affairs, Govt. of India)</li> </ul>
<ul style="list-style-type: none"> <li>● Faculty Coordinator- International Relations &amp; Outreach (IRO), Faculty of Management, South Asian University (SAU), New Delhi (An International University established by the Government of SAARC Nations &amp; Supported by the Ministry of External Affairs, Govt. of India)</li> </ul>
<ul style="list-style-type: none"> <li>● Member, Board of Studies, Faculty of Management (FoM), South Asian University (SAU), New Delhi (An International University established by SAARC Nations) from August 2025 to 2027.</li> </ul>
<ul style="list-style-type: none"> <li>● Session Chair- Sustainability in International Business Track, 10<sup>th</sup> International Online Conference of Marketing, Strategy and Policy Research on 'Responsible Business Models for A Greener Future', organised by Marketing, Strategy and Policy (MSP) Research, London, UK in association with PHD Chamber of Commerce &amp; Industry, India and Brunel University, London, UK during 06-08 August 2025.</li> </ul>
<b>Academic Year: July 2024- June 2025</b>
<ul style="list-style-type: none"> <li>● Keynote Speaker – International Conference on 'Innovate, Adapt, and Lead: Managing Artificial Intelligence for the Future of Work and Sustainable Business', organised by Sharda Business School, Sharda University, Uttar Pradesh during 03-05 March 2025.</li> </ul>
<ul style="list-style-type: none"> <li>● Member- Steering Committee, Case Research Centre, Indian Institute of Foreign Trade, New Delhi.</li> </ul>
<ul style="list-style-type: none"> <li>● Conference Convener, Global Business Research Conference (GBRC) 2025, Indian Institute of Foreign Trade, New Delhi. <a href="https://www.iift.ac.in/qbrc2025/">https://www.iift.ac.in/qbrc2025/</a></li> </ul>
<ul style="list-style-type: none"> <li>● Distinguished Guest Speaker – Plenary Session in 11th Vivekananda International Conference (VINC 2025), organised by Vivekananda Institute of Professional Studies (VIPS) – Technical Campus collaboration with Skyline University College, Sharjah, UAE during 6-7 February 2025.</li> </ul>
<ul style="list-style-type: none"> <li>● Member – Unfair Means (UFM) Committee, Graduate Studies in Management Division, Indian Institute of Foreign Trade, New Delhi</li> </ul>
<ul style="list-style-type: none"> <li>● Session Chair- IIM Nagpur-Ivey Case Conference 2024, 21-22 December 2024.</li> </ul>
<ul style="list-style-type: none"> <li>● Session Chair- Marketing Track, International Conference on Multidisciplinary Concepts in Management (ICMCM-2025), organised by G L Bajaj Institute of Technology and Management in association with Jack H. Brown College of Business and Public Administration, California State University, San Bernardino, USA during 09-10 January 2025.</li> </ul>
<ul style="list-style-type: none"> <li>● Member- Hindi Pakhwada (16-30 September 2024), Indian Institute of Foreign Trade, New Delhi</li> </ul>
<ul style="list-style-type: none"> <li>● Program Director (PD) for Master in Business Administration (International Business)- Part Time, Batch 2022-25, Delhi Campus, Indian Institute of Foreign Trade, New Delhi</li> </ul>
<ul style="list-style-type: none"> <li>● Program Director (PD) for Master in Business Administration (International Business)- Full Time, Batch 2024-26, Delhi Campus, Indian Institute of Foreign Trade, New Delhi</li> </ul>
<ul style="list-style-type: none"> <li>● Member, Website Revamping Committee, Indian Institute of Foreign Trade, New Delhi</li> </ul>
<ul style="list-style-type: none"> <li>● Member, Admission Committee, MBA (IB) – Part Time 2024-27, GSM Division, Indian Institute of Foreign Trade, New Delhi</li> </ul>
<ul style="list-style-type: none"> <li>● Program Director (PD) for Certificate Program in Export and Import Management – Offline (July – November 2024) under MDP Division, Delhi Campus, Indian Institute of Foreign Trade, New Delhi</li> </ul>
<b>Academic Year: July 2023- June 2024</b>
<ul style="list-style-type: none"> <li>● Invited expert to review the course structure on 'Consumer Behaviour' for the Master of International Business (MIB) program at IMS University, Ghaziabad, Uttar Pradesh.</li> </ul>
<ul style="list-style-type: none"> <li>● Advisory Board Member, Drishti Foundation Trust, to support Education, Health, and Environment related activities since May 2024.</li> </ul>
<ul style="list-style-type: none"> <li>● Session Chair- Marketing Track in International Conference on Sports Science and Management (Digital Dynamics and Sustainable Future: Innovations and Strategies in Sports Science and Management) Organized by Sharda Business School, Sharda University, Greater Noida, Uttar Pradesh in association with Ministry of Youth Affairs and Sports, Government of India on 22-23 April 2024.</li> </ul>
<ul style="list-style-type: none"> <li>● Faculty Coordinator- Port Visit to Dubai for MBA (Full Time) 2022-24 Batch, Indian Institute of Foreign Trade, Delhi Campus during 15-20<sup>th</sup> January 2024.</li> </ul>
<ul style="list-style-type: none"> <li>● Program Director (PD) for Certificate Program in Export and Import Management - Hybrid (January – May 2024) under MDP Division, Delhi Campus, Indian Institute of Foreign Trade, New Delhi</li> </ul>
<ul style="list-style-type: none"> <li>● Session Chair- Marketing Track in International Conference on Sustainability, Entrepreneurship, Equity, Digital Strategies (SEEDS) Organized by Jaipuria Institute of Management, Noida, Uttar Pradesh in association with Middlesex University, Dubai on 8-9 December 2023.</li> </ul>
<ul style="list-style-type: none"> <li>● Session Chair- Digitalization Track in 13<sup>th</sup> International Conference on Management Cases (ICMC) Conference Organized by Birla Institute of Management Technology (BIMTECH), Greater Noida, Uttar Pradesh in association with MUMA College of Business, University of South Florida, USA and University of Eastern Finland, Finland on 30 November 2023.</li> </ul>
<ul style="list-style-type: none"> <li>● Session Chair- Marketing and Customer Experience Track in 3<sup>rd</sup> Pritam Singh Memorial (PRISM) Conference Organized by Birla Institute of Management Technology (BIMTECH), Greater Noida, Uttar Pradesh during 17-19 November 2023.</li> </ul>
<ul style="list-style-type: none"> <li>● IIFT SPOC (Single Point of Contact) for Smart India Hackathon 2023, coordinated by Ministry of Education's Innovation</li> </ul>

Cell (MIC) and the All-India Council for Technical Education (AICTE).
<ul style="list-style-type: none"> <li>● Program Director (PD) for Master in Business Administration (International Business)- Full Time, Batch 2022-24, Delhi Campus, Indian Institute of Foreign Trade, New Delhi</li> <li>● Member, Anti-Ragging Squad, Indian Institute of Foreign Trade, Delhi Campus. Dated July 18, 2023.</li> <li>● Member, Student Grievance Redressal Committee (SGRC), Indian Institute of Foreign Trade, Delhi Campus.</li> </ul>
<b>Academic Year: July 2022- June 2023</b>
<ul style="list-style-type: none"> <li>● 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.</li> <li>● Invitation as Session Chair in International Conference in Multidisciplinary Concepts in Management (ICMCM - 2023) Organized by Department of Management Studies, G.L. Bajaj Institute of Technology &amp; Management, Greater Noida in association with Jack H. Brown College, California State University- San Bernardino, USA, Dated- 30 June 2023.</li> <li>● Invited as Resource Person in 2-Day Workshop on 'Research Methodology and Academic Writing' at R N Northland Higher Education &amp; Technical Institute, Greater Noida on 22 June 2023.</li> <li>● Invitation as a member of International Conference Advisory Committee, 1<sup>st</sup> International Conference on Business, Management &amp; Social Sciences-2023 (ICBMSS-2023) on 19-20 May-2023</li> <li>● Member, Student Grievance redressal Committee, Indian Institute of Foreign Trade, New Delhi on dated on dated 24-August- 2022</li> <li>● Doctoral Advisory Committee (DAC) Member of Ms. Ms. Neeti Nagar, PhD- Management, Indian Institute of Foreign Trade, Kolkata Campus, Dated - 27 January 2023</li> <li>● Doctoral Advisory Committee (DAC) Member of Ms. Ms. Chandrika Joshi, PhD- Management, Indian Institute of Foreign Trade, Kolkata Campus, Dated - 27 January 2023</li> <li>● Doctoral Advisory Committee (DAC) Member of Ms. Shubhangi Srivastava, PhD- Management, Indian Institute of Foreign Trade, Kolkata Campus, Dated - 27 January 2023</li> <li>● Paper Setter and Evaluator, End Semester Examination, Course- Entrepreneurship (PG Level), Department of Business Management, Dr. Harisingh Gour Central University, Sagar, Madhya Pradesh on dated 19 December 2022.</li> <li>● Paper Setter, End Semester Examination - Jan/Feb 2023, Course- Services Marketing (PG Level), Rajarambapu Institute of Technology (An Autonomous Institute Affiliated to Shivaji University, Kolhapur), Rajaramnagar, Maharashtra on dated 19 January 2023.</li> <li>● Session Chair- Marketing Track, International Conference organized by Jain University (JAIN ICON 2023), Kochi Campus, Kerala on January 28<sup>th</sup>, 2023. Conference Theme: Convergence and Transformation as Ways of Business</li> <li>● Convener, Brand Building Committee, Indian Institute of Foreign Trade, New Delhi on dated on dated 24- August- 2022</li> <li>● Member, Faculty Panel – PhD-Management Admission in Marketing Area, Indian Institute of Foreign Trade, New Delhi on dated on dated 18- August- 2022.</li> <li>● Member, IIFT Representative Team, ICCD Division for facilitating Rennes Business School, France Delegation visit on 25<sup>th</sup> August 2022, Indian Institute of Foreign Trade, New Delhi.</li> <li>● External Examiner- PhD Viva-Voce Examination, Department of Management, Maulana Azad National Institute of Technology (MANIT), Bhopal, Madhya Pradesh, dated- 17- August- 2022.</li> <li>● Program Director (PD) for Professional Training Programme on 'International Business Analytics and Marketing Intelligence', Indian Institute of Foreign Trade, New Delhi on dated 17<sup>th</sup> November 2022.</li> <li>● Program Director, Certificate Program in Export - Import Management (Hybrid), MDP Division, Indian Institute of Foreign Trade, New Delhi on dated 10<sup>th</sup> January 2023.</li> <li>● Faculty Coordinator- Port Visit (Industrial Visit) of MBA Full Time (2021-23) Batch during 12<sup>th</sup> – 18<sup>th</sup> September 2022 to Kochi Port, Kerala, India</li> <li>● Member, Faculty Panel for MBA PT (IB) Admission 2022-25, Indian Institute of Foreign Trade, New Delhi on dated 03 July 2022.</li> <li>● Program Director (PD) for Master in Business Administration (International Business)- Full Time, Batch 2022-24, Delhi Campus, Indian Institute of Foreign Trade, New Delhi</li> <li>● Member, Anti-Squad Committee for AY 2022-23, Indian Institute of Foreign Trade, New Delhi on dated 30 June 2022.</li> </ul>
<b>Academic Year: July 2021- June 2022</b>
<ul style="list-style-type: none"> <li>● Resource Person / Invited Session on Teaching Case Writing Workshop on Organized by FPM Office, Jaipuria Institute of Management, Noida, Uttar Pradesh (18-30 June 2022)</li> <li>● Doctoral Advisory Committee (DAC) Member of Mr. Mainak Sarkar, PhD- Management, Indian Institute of Foreign Trade, Kolkata Campus, Dated - 23 June 2022</li> <li>● Resource Person / Invited Session on Introduction of Qualitative Research Methods in Two Day Workshop on Qualitative Research Methods using R Organized by Research Division IIFT, New Delhi (07-08 May 2022)</li> <li>● Invited as Distinguished Guest in the National Conference on 'India@75: An assessment of Development Challenges in the light of Covid-19', organized by School of Business Studies, Sharda University, Greater Noida, Uttar Pradesh on dated 22-April-2022.</li> <li>● Invited as Panelist/Session Chair in the International Conference on 'Building Resilience and Sustainability for India for everchanging Turbulent World- A Vision for 2020', organized by IMS Ghaziabad – University Courses Campus, Ghaziabad, Uttar Pradesh on dated 21-April-2022. Theme of Panel Discussion- Recent Trends in Multidisciplinary Research</li> <li>● Member- Services Sectional Committee, SSD-11: Retail, E-commerce &amp; E-payment Services Sectional Committee,</li> </ul>

Bureau of Indian Standards, Ministry of Consumer Affairs, Food & Distribution, Govt. of India
<ul style="list-style-type: none"> <li>Co-Project Investigator (PI) on a Sponsored Research Project Funded [3.5 Lakh] by Indian Council of Social Science Research (ICSSR), New Delhi, Ministry of Education, Govt. of India, Project Title- 'Comprehensive Study Regarding Impact on the Agarbatti Industry of the Restrictions Imposed on the Import of the Agarbatti', File No. 02/117/2021-22/ICSSR/RP/MN.</li> </ul>
<ul style="list-style-type: none"> <li>Invitation as Expert in Academic Mentorship Panel, RISE- EdTech, MIT World Peace University, Pune, India</li> </ul>
<ul style="list-style-type: none"> <li>External Examiner- Summer Internship Projects, MBA Programmes (MBA- Dual, MBA – Financial Market &amp; Banking, MBA- Logistic and Supply Chain Management, MBA –Integrated), Institute of Business Management, GLA University, Mathura, Uttar Pradesh, India dated 15-01-2022.</li> </ul>
<ul style="list-style-type: none"> <li>Program Director (PD) for Professional Training Programme on 'International Business Analytics and Marketing Intelligence', Indian Institute of Foreign Trade, New Delhi on dated 27<sup>th</sup> December 2021.</li> </ul>
<ul style="list-style-type: none"> <li>Member for Selection Committee of Research Associate (On Contract), Indian Institute of Foreign Trade, New Delhi on dated 23<sup>rd</sup> December 2021.</li> </ul>
<ul style="list-style-type: none"> <li>Program Director (PD) for Master in Business Administration (International Business)- Full Time, Batch 2020-22, Delhi Campus, Indian Institute of Foreign Trade, New Delhi on dated 22 November 2021.</li> </ul>
<ul style="list-style-type: none"> <li>Invited Expert for Case Study Review, Case Research Centre, K J Somaiya Institute of Management, Somaiya Vidyavihar University, Mumbai on dated 25 June 2022.</li> </ul>
<ul style="list-style-type: none"> <li>Appointed as a Project Investigator (PI) on a Sponsored Research Project Funded [19.47 Lakh including taxes] by Khadi and Village Industries Commission (KVIC), Ministry of Micro, Small &amp; Medium Enterprises, Govt. of India, Project Title- 'Comprehensive Study Regarding Impact on the Agarbatti Industry of the Restrictions Imposed on the Import of the Agarbatti', On dated 16 November 2021.</li> </ul>
<ul style="list-style-type: none"> <li>Panel Member of Comprehensive Viva-Voce, MBA (IB) 2020-22, Date: 30 November 2021, Indian Institute of Foreign Trade, New Delhi.</li> </ul>
<ul style="list-style-type: none"> <li>Panel Member of Summer Internship Project Viva-Voce, MBA (IB) 2020-22, Date: 07 October 2021, Indian Institute of Foreign Trade, New Delhi.</li> </ul>
<ul style="list-style-type: none"> <li>Panel Member of Summer Internship Project Viva-Voce, MBA (IB) 2020-22, Date: 26 September 2021, Indian Institute of Foreign Trade, New Delhi.</li> </ul>
<ul style="list-style-type: none"> <li>Panel Member of Summer Internship Project Viva-Voce, MBA (IB) 2020-22 BATCH, Kolkata Campus, Date: 27 September 2021, Indian Institute of Foreign Trade, New Delhi.</li> </ul>
<ul style="list-style-type: none"> <li>Expert Member in Interview Panel for PhD Admission in Management, Indian Institute of Foreign Trade, New Delhi, Date: 20-21 September 2021.</li> </ul>
<ul style="list-style-type: none"> <li>Invited as Track Chair in 5<sup>th</sup> International Conference of Marketing, Strategy and Policy (MSP- 2021), Conference Theme- The New Normal Post Pandemic, Organized by Newcastle University, London, UK during September 8-10, 2021</li> </ul>
<ul style="list-style-type: none"> <li>Member- Academic Advisory Board for academic session 2021-22 GNIOT Institute of Professional Studies (GIPS), Greater Noida, Uttar Pradesh, India on dated 31- July- 2021.</li> </ul>
<ul style="list-style-type: none"> <li>Member, Doctoral Advisory Committee (DAC), of Mr. Shovan Bhattacharya, PhD Student in Marketing area, Indian Institute of Foreign Trade, New Delhi on dated 22 June 2021.</li> </ul>
<b>Academic Year: July 2020- June 2021</b>
<ul style="list-style-type: none"> <li>Country Liaisoning and Research Collaborator on the 'Global Gen Z Research Project' led by Prof. Corey Seemiller, Wright State University in Dayton, Ohio, USA, Date: 23 June 2021</li> </ul>
<ul style="list-style-type: none"> <li>Appointed as Faculty Panel Member of Progress Seminar, PhD (Management) Ph.D. 2014 (02 scholars), and 2018 (01 scholar) batch, Date: 27 May 2021, Indian Institute of Foreign Trade, New Delhi.</li> </ul>
<ul style="list-style-type: none"> <li>Invited as Panelist in One-week International Case Development Competency Training On "Innovation and Entrepreneurship in Emerging Markets"-IEEM 2021 on 30<sup>th</sup> April 2021 organized by School of Business Studies, Sharda University, Greater Noida, Uttar Pradesh, India.</li> </ul>
<ul style="list-style-type: none"> <li>Selection Board Member- MBA Admission 2021-23 for conducting GD &amp; PI at Delhi Centre from 19- 20, April 2021 and 26<sup>th</sup> April-05<sup>th</sup> May 2021.</li> </ul>
<ul style="list-style-type: none"> <li>Member- Services Sectional Committee, SSD-11: Retail, E-commerce &amp; E-payment Services Sectional Committee, Bureau of Indian Standards, Ministry of Consumer Affairs, Food &amp; Distribution, Govt. of India on Dated 14-04-2021.</li> </ul>
<ul style="list-style-type: none"> <li>Invited as Session Chair in International Conference on Advances in Business Analytics (IC-ABA) organized by Jaipuria Institute of Management, Noida, Uttar Pradesh, India in collaboration with Infinite Sum Modelling, USA on 06<sup>th</sup> March 2021.</li> </ul>
<ul style="list-style-type: none"> <li>Panel Member of Comprehensive Viva-Voce, MBA (IB) 2019-21 Batch, Date: 10 February 2021, Indian Institute of Foreign Trade, New Delhi.</li> </ul>
<ul style="list-style-type: none"> <li>Appointed as Faculty Panel Member of Synopsis Confirmation Seminar, PhD (Management) BATCH 2019, Date: 09 February 2021, Indian Institute of Foreign Trade, New Delhi.</li> </ul>
<ul style="list-style-type: none"> <li>Panel Member of Comprehensive Viva-Voce, MBA (IB) 2019-21 BATCH, Date: 03 February 2021, Indian Institute of Foreign Trade, New Delhi.</li> </ul>
<ul style="list-style-type: none"> <li>Panel Member of Comprehensive Viva-Voce, MBA-PT (IB) 2019-22 BATCH, Date: 30 September 2020, Indian Institute of Foreign Trade, New Delhi.</li> </ul>
<ul style="list-style-type: none"> <li>Core Committee Member, NAAC at Indian Institute of Foreign Trade, New Delhi on 9<sup>th</sup> October 2020.</li> </ul>
<ul style="list-style-type: none"> <li>Program Director for Certificate Program in Export-Import Management (Online) under MDP Division from November</li> </ul>

2020- February 2021 at Indian Institute of Foreign Trade, New Delhi.
<ul style="list-style-type: none"> <li>● University Level Nodal Officer for Association of Indian Universities (AIU) at Indian Institute of Foreign Trade, New Delhi on 18-08-2020.</li> <li>● Interview Viva Voce-Panel Member of Summer Internship Project (MBA-IB 2019-21 Batch), Date: 22-September and 06-October 2020, Indian Institute of Foreign Trade, New Delhi.</li> <li>● Interview Panel Member of PhD Admission- Management 2020, Date: 28 August 2020, Indian Institute of Foreign Trade, New Delhi.</li> <li>● 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.</li> </ul>
<b>Academic Year: July 2019- June 2020</b>
<ul style="list-style-type: none"> <li>● Appointed as Interview Panel Member, MBA (IB) Part-time 2020-23, Date: 28 June 2020, Indian Institute of Foreign Trade, New Delhi.</li> <li>● External Examiner- MBA (Logistics and Supply Chain) Research Project Reports Viva- Voce, Institute of Business Management, GLA University, Mathura, Uttar Pradesh, India on 20-June-2020.</li> <li>● External Examiner- MBA Research Project Reports Viva- Voce, Institute of Business Management, GLA University, Mathura, Uttar Pradesh, India on 09-June-2020.</li> <li>● Core Team Member, International Accreditations (AACSB, AMBA &amp; EQUIS) &amp; Rankings, Indian Institute of Foreign Trade, New Delhi.</li> <li>● Invited as Expert Panelist for MBA Admissions 2020-22 by K. J. Somaiya Institute of Management Studies and Research, Mumbai, Maharashtra.</li> <li>● Appointed as Panel Member of Comprehensive Viva-Voce, MBA (IB) Part-Time 2017-20 BATCH, Date: 29 February 2020, Indian Institute of Foreign Trade, New Delhi.</li> <li>● Appointed as Local Coordinator- MHRD-GIAN Scheme, Ministry of Education, Govt. of India, Date: 19-02-2020, Indian Institute of Foreign Trade, New Delhi.</li> <li>● Appointed as Member, Doctoral Advisory Committee (DAC), of Mr. Abhishek Pandey, PhD Student in Marketing area, Indian Institute of Foreign Trade, New Delhi on dated 22 January 2020.</li> <li>● Event Advisor and Judge, Annual Case Study Competition, 'QUO VADIS'- An Annual Management Festival, Indian Institute of Foreign Trade, New Delhi during 24- 26 January 2020.</li> <li>● Selection Board Member- MBA Admission 2020-22 for conducting GD &amp; PI at Delhi Centre from 27- 29, January 2020 and 17-21, February 2020.</li> <li>● Appointed as Panel Member of Comprehensive Viva-Voce, MBA (IB) 2018-20 BATCH, Date: 22 January 2020, Indian Institute of Foreign Trade, New Delhi.</li> <li>● Faculty Panel Member, PhD Progress Seminar Batch 2016, Marketing Area, Date: 22 January 2020, Indian Institute of Foreign Trade, New Delhi.</li> <li>● Appointed as Panel Member of Comprehensive Viva-Voce, MBA (IB) 2018-20 BATCH, Date: 15 January 2020, Indian Institute of Foreign Trade, New Delhi.</li> <li>● Faculty Panel Member, Pre- Defense PhD Seminar Batch 2016, Marketing Area, Date: 10 January 2020, Indian Institute of Foreign Trade, New Delhi.</li> <li>● Faculty Panel Member, Synopsis Confirmation Seminar Batch 2016, Marketing Area, Date: 08 January 2020, Indian Institute of Foreign Trade, New Delhi.</li> <li>● Appointed as Faculty Coordinator- Industrial Visit of DGR-MDP (August 2018- February 2019) Army Officers Batch during 21st December 2019 to NOIDA Special Economic Zone (NSEZ), Noida, Uttar Pradesh, India.</li> <li>● Faculty Observer- NGO Visit under Social Awareness Program of MBA (IB) 2018-20 Batch during 20th December 2019 to 10th January 2020.</li> <li>● Appointed as Faculty Coordinator- Industrial Visit of DGR-MDP (August 2018- February 2019) Army Officers Batch during 13th December 2019 to Yakult Danone India Pvt. Ltd., Sonipat, Haryana, India.</li> <li>● Appointed as Panel Member of Outbound Student Exchange Program, Date: 19 August 2019, Indian Institute of Foreign Trade, New Delhi.</li> <li>● Teaching Consultancy as Invited Faculty to teach full course on 'Integrated Marketing Communication' at National Institute of Food Technology Entrepreneurship and Management (NIFTEM), Sonipat, Haryana, India during September to November 2019.</li> <li>● Appointed as Interview Panel Member of PhD Admission- Management 2019, Date: 02 July 2019, Indian Institute of Foreign Trade, New Delhi.</li> </ul>
<b>Academic Year: July 2018- June 2019</b>
<ul style="list-style-type: none"> <li>● Faculty Coordinator- Industrial Visit of DGR-MDP (August 2018- February 2019) Army Officers Batch during 21<sup>st</sup> December 2019 to NOIDA Special Economic Zone (NSEZ), Noida, Uttar Pradesh, India.</li> <li>● Faculty Coordinator- Industrial Visit of DGR-MDP (August 2018- February 2019) Army Officers Batch during 13th December 2019 to Yakult Danone India Pvt. Ltd., Sonipat, Haryana, India.</li> <li>● Appointed as Program Director (PD) for Management Development Program on 'Defence Export in India – Opportunities and Challenges' in association with National Academy of Defence Production (NADP), Nagpur and Indian Institute of Foreign Trade, New Delhi during 25 – 28 June 2019.</li> <li>● Selection Board Member- MBA Admission 2019-21 for conducting GD &amp; PI at Delhi Centre from 18-22<sup>nd</sup> February 2019.</li> <li>● Teaching Consultancy as Invited Faculty to teach full course on 'Consumer Behaviour' at National Institute of Food</li> </ul>

Technology Entrepreneurship and Management (NIFTEM), Sonipat, Haryana, India during February to June 2019.
<ul style="list-style-type: none"> <li>Appointed as University Level Nodal Officer for All India Survey on Higher Education (AISHE) 2018-19 at Indian Institute of Foreign Trade, New Delhi.</li> </ul>
<ul style="list-style-type: none"> <li>Appointed as Faculty Coordinator- Port Visit (Industrial Visit) of DGR-MDP (August 2018- February 2019) Army Officers Batch during 08th – 12th January 2019 to Vishakhapatnam, Andhra Pradesh, India.</li> </ul>
<ul style="list-style-type: none"> <li>Faculty Observer- NGO Visit under Social Awareness Program of MBA (IB) 2017-19 Batch during 20th December 2018 to 10th January 2019.</li> </ul>
<ul style="list-style-type: none"> <li>Session In-charge, Technical Session-11: Trade and Sector Specific Issues, Sixth IIFT International Conference on Empirical Issues in International Trade and Finance (EIITF) during 13-14<sup>th</sup> December 2018 at Indian Institute of Foreign Trade, New Delhi.</li> </ul>
<ul style="list-style-type: none"> <li>Appointed as Observer for the IIFT MBA (IB) 2019-2021 Entrance Examination on dated 02-12-2018, Indian Institute of Foreign Trade, New Delhi.</li> </ul>
<ul style="list-style-type: none"> <li>Faculty Coordinator, Institutional Ranking Team, International Collaborations and Capacity Development (ICCD) Division, Indian Institute of Foreign Trade, New Delhi. dated 08<sup>th</sup> October 2018.</li> </ul>
<ul style="list-style-type: none"> <li>Invited as Jury Member for the campus round of the Tenth Edition of the Lessons in the Marketing Excellence (L.I.M.E) B-School Case Study Competition Organized by HUL and CNBC TV-18 on 25th September 2018 at Indian Institute of Foreign Trade, New Delhi.</li> </ul>
<ul style="list-style-type: none"> <li>Appointed as Faculty Coordinator- Port Visit (Industrial Visit) of MBA Full Time (2017-19) Batch during 10th – 13th September 2018 to Vishakhapatnam, Andhra Pradesh, India</li> </ul>
<ul style="list-style-type: none"> <li>Appointed as External Co-PhD Supervisor of Ms. Shilpi Chauhan PhD Candidate AIMA-AMU PhD Program, 2018.</li> </ul>
<ul style="list-style-type: none"> <li>Appointed as External Examiner - PhD Viva-Voce, Department of Management Studies, Maulana Azad National Institute of Technology (MANIT), Bhopal, Madhya Pradesh on dated 20<sup>th</sup> August 2018.</li> </ul>
<ul style="list-style-type: none"> <li>Appointed as Member, Doctoral Advisory Committee (DAC), of Ms. Priyanka Rajpal, PhD Student in Marketing area, Indian Institute of Foreign Trade, New Delhi on dated 14<sup>th</sup> August 2018.</li> </ul>
<ul style="list-style-type: none"> <li>Member, Alumni Affairs Division, Indian Institute of Foreign Trade, New Delhi. With effect from 01-August 2018 to October 2018.</li> </ul>
<ul style="list-style-type: none"> <li>Appointed as Program Director (PD)-Executive Program in International Business (EPGDIB: 2018-19), Indian Institute of Foreign Trade, New Delhi.</li> </ul>
<ul style="list-style-type: none"> <li>Appointed as Co- Program Director (Co-PD)-Professional Enhancement Program on 'International Business Management' for Armed Forces in association with Directorate General of Resettlement and Welfare, Ministry of Defence at Indian Institute of Foreign Trade, New Delhi. (August 2018-January 2019)</li> </ul>
<ul style="list-style-type: none"> <li>Appointed as Panel Member of Comprehensive Viva-Voce, MBA (IB) 2017-20 BATCH, Date: 9<sup>th</sup> July 2018, Indian Institute of Foreign Trade, New Delhi.</li> </ul>
<b>Academic Year: July 2017- June 2018</b>
<ul style="list-style-type: none"> <li>Appointed as Faculty Panel Member to the Selection Board for conducting GD and Interview for Admission to MBA (IB) weekend Programme, Date: 19<sup>th</sup> May 2018, Indian Institute of Foreign Trade, New Delhi.</li> </ul>
<ul style="list-style-type: none"> <li>Appointed as Member of Scrutiny and Selection Committee for the appointment of Manager- AACSB, Indian Institute of Foreign Trade, New Delhi.</li> </ul>
<ul style="list-style-type: none"> <li>Invited as 'Expert Panelist' in Panel Discussion on "Business Implication of the Business Analytics" in the Inaugural Ceremony of IBM Business Analytics Lab at Lloyd Business School on dated 25<sup>th</sup> April 2018.</li> </ul>
<ul style="list-style-type: none"> <li>Member, Association to Advance Collegiate Schools of Business (AACSB) Accreditation Team, International Collaborations and Capacity Development (ICCD) Division, Indian Institute of Foreign Trade, New Delhi. dated 27<sup>th</sup> April 2018.</li> </ul>
<ul style="list-style-type: none"> <li>Member, Organising Committee, XVII Annual Conference of Madhya Pradesh Economic Association (MPEA) on "Agriculture Growth in India: Opportunities and Challenges", Department of Economics, Dr. Harisingh Gour Central University, Sagar, Madhya Pradesh, Sponsored by UGC and ICSSR, New Delhi on dated 24-25<sup>th</sup> February 2018.</li> </ul>
<ul style="list-style-type: none"> <li>Appointed as Expert in Marketing Area for the selection of candidates on the Post of Sales Assistant/Foot on Street for Merchant Acquiring Business by the State Bank of India, Regional Business Office, Sagar, Madhya Pradesh.</li> </ul>
<ul style="list-style-type: none"> <li>Appointed as Subject Expert of MBA Program in Selection Committee for Teachers, Principals and Non-Teaching Employees under code 28 of UGC, Nominated by Vice-Chancellor of Maharaja Chhatrasal Bundelkhand University, Chhatarpur, Madhya Pradesh. [Sr. No/College code 28/07-03-17]</li> </ul>
<ul style="list-style-type: none"> <li>Appointed as a Working Committee Member for Development of Rural Development Courses by Dr. Hari Singh Gour Central University, Sagar, Madhya Pradesh in collaboration with National Council of Rural Institutes (Under the Ministry of Human Resource Development), Hyderabad.</li> </ul>
<ul style="list-style-type: none"> <li>Working as Resource Person in UGC-Remedial Coaching Center for University Entrance Exam 2017 at Dr. H. S. Gour Central University, Sagar, MP (India).</li> </ul>
<ul style="list-style-type: none"> <li>Course Coordinator, Rural Entrepreneurship (Add-on Course), Department of Business Management, Dr. Hari Singh Gour Central University, Sagar, Madhya Pradesh in collaboration with National Council of Rural Institutes (Under the Ministry of Human Resource Development), Hyderabad.</li> </ul>
<ul style="list-style-type: none"> <li>Paper Setter and Examiner for Post Graduate Courses in Business Management for Rajarambabu Institute of Technology (An Autonomous Institute), Rajaramnagar, Islampur, Maharashtra.</li> </ul>
<ul style="list-style-type: none"> <li>Organizing Committee Member, National Conference on "Demonetization and Uprooting Parallel Economy" organized by Department of Commerce, Dr. H. S. Gour Central University, Sagar, Madhya Pradesh (India) during 27-28<sup>th</sup> March,</li> </ul>

2017.
<ul style="list-style-type: none"> <li>● Technical Session Chairperson and Advisory Board Member in National Conference on “Youth Empowerment Through Skill and Education for Nation Development” Organised by Engineering, Management, Medical Association of Sagar (EMMAS), Sagar in association with Infinity Management and Engineering College, Sagar, Madhya Pradesh on dated 19-20<sup>th</sup>, March 2017.</li> </ul>
<ul style="list-style-type: none"> <li>● Member, Developing a Vision plan and Modification in proposed structure for School of Commerce and Management, Dr. H. S. Gour Central University, Sagar, Madhya Pradesh (India).</li> </ul>
<ul style="list-style-type: none"> <li>● Appointed External Examiner (Practical Viva-Voce Examination-2017) for BBA Students, Department of Management Studies, Swami Vivekanand University, Sagar, Madhya Pradesh.</li> </ul>
<ul style="list-style-type: none"> <li>● Appointed as Observer in Departmental Research Committee (DRC) at Department of Commerce, SRM University, Sonepat, Haryana, India.</li> </ul>
<ul style="list-style-type: none"> <li>● Member, Local Programme Planning and Management Committee (LPPMC), UGC-Human Resource Development Centre, Dr. H. S. Gour Central University, Sagar, Madhya Pradesh (India).</li> </ul>
<ul style="list-style-type: none"> <li>● Organizing Committee Member, National Workshop on Start-up Projects organized by Department of Commerce, Dr. H. S. Gour Central University, Sagar, Madhya Pradesh (India).</li> </ul>
<b>Academic Year: July 2016- June 2017</b>
<ul style="list-style-type: none"> <li>● Member, Industrial/Study Visit, Raymond India Suitings Limited and Hindustan Unilever Limited, Chhindwara, Madhya Pradesh, Organised by Department of Business Management, Dr. H. S. Gour Central University, Sagar, MP (India) on dated 06-07, January 2017.</li> </ul>
<ul style="list-style-type: none"> <li>● Member of Technical Expert Board in National Seminar on “Role of Emerging Economic Association in International Relations and Financial Management: Contemporary Issues and Challenges” organized by Faculty of Management, Commerce and Economics, Swami Vivekanand University, Sagar, Madhya Pradesh on dated 7<sup>th</sup> May 2016.</li> </ul>
<ul style="list-style-type: none"> <li>● Paper Setter and Examiner for Undergraduate Courses in Business Management for Government Girls PG Excellence Autonomous College, Sagar, Madhya Pradesh.</li> </ul>
<ul style="list-style-type: none"> <li>● Appointed as Counseling Member, B. Com/BBA, School of Commerce and Management, Dr. H. S. Gour Central University, Sagar, Madhya Pradesh (India).</li> </ul>
<ul style="list-style-type: none"> <li>● Appointed External Examiner (Practical Viva-Voce Examination-2016) for MBA 2<sup>nd</sup> and 4<sup>th</sup> Semester Students, Department of Management Studies, Swami Vivekanand University, Sagar, Madhya Pradesh.</li> </ul>
<ul style="list-style-type: none"> <li>● Member, Sub-Committee for Syllabus Revision for Undergraduate and Post Graduate Courses in Department of Business Management, Dr. H. S. Gour Central University, Sagar, MP (India) on dated 06<sup>th</sup> May, 2016.</li> </ul>
<ul style="list-style-type: none"> <li>● Paper Setter and Examiner for Undergraduate and Post Graduate Courses in Business Management for Barkatullah University, Bhopal, Madhya Pradesh.</li> </ul>
<ul style="list-style-type: none"> <li>● Paper Setter and Examiner for Undergraduate and Post Graduate Courses in Business Management for Jiwaji University, Gwalior, Madhya Pradesh.</li> </ul>
<ul style="list-style-type: none"> <li>● Paper Setter and Examiner for Undergraduate and Post Graduate Courses in Business Management for GLA University, Mathura, Uttar Pradesh.</li> </ul>
<ul style="list-style-type: none"> <li>● Paper Setter and Examiner for Undergraduate and Post Graduate Courses in Business Management for Swami Vivekanand University, Sagar, Madhya Pradesh.</li> </ul>
<ul style="list-style-type: none"> <li>● Paper Setter and Examiner for Undergraduate and Post Graduate Courses in Business Management for Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal, Madhya Pradesh.</li> </ul>
<ul style="list-style-type: none"> <li>● Appointed as Coordinator, Institute of Distance Education, Dr. H. S. Gour Central University, Sagar, Madhya Pradesh.</li> </ul>
<ul style="list-style-type: none"> <li>● Appointed as Deputy Coordinator – Examination, Department of Business Management, Dr. H. S. Gour Central University, Sagar, MP (India) on dated 09<sup>th</sup> September 2015 till 12<sup>th</sup> December 2016.</li> </ul>
<b>Academic Year: July 2015 – June 2016</b>
<ul style="list-style-type: none"> <li>● Member of Discipline Committee, One Day Seminar on “Foreign Direct Investment in India: Current Perspective” by Department of Business Management, Dr. H. S. Gour Central University, Sagar, MP (India) on dated 31<sup>st</sup> July 2015.</li> </ul>
<ul style="list-style-type: none"> <li>● Member of Counseling Committee, MBA Admission-2015, Department of Business Management, Dr. H. S. Gour Central University, Sagar, MP (India) on dated 20<sup>th</sup> July 2015.</li> </ul>
<ul style="list-style-type: none"> <li>● Appointed as an Invigilator for the Ph.D. Entrance Examination 2015-16 on dated 01.07.2015, Dr. H. S. Gour Central University, Sagar, MP (India).</li> </ul>
<ul style="list-style-type: none"> <li>● Appointed as a Member of Scrutiny Committee for the recruitment of Guest Faculty against the Adv. No. DOFA/Guest Faculty/2015/01 dated 15.01.2015, Dr. H. S. Gour Central University, Sagar, MP (India)</li> </ul>
<ul style="list-style-type: none"> <li>● Departmental Member, Internal Quality Assessment Cell (IQAC) NAAC peer team visit, Dr. H. S. Gour Central University, Sagar, MP (India).</li> </ul>
<ul style="list-style-type: none"> <li>● Member, Industrial/Study Visit, Heidelberg Cement India Limited (Damoh Plant), Narsingh garh, Sagar, Madhya Pradesh, Organised by Department of Business Management, Dr. H. S. Gour Central University, Sagar, MP (India) on dated 21<sup>st</sup> March 2015.</li> </ul>
<ul style="list-style-type: none"> <li>● Keynote Speaker and Session Chair in National Seminar on “Emerging Trends in Area of Management and Accounting” Organised by Babulal Tarabai Institute of Research and Technology, Sagar, MP (India) in association with Indian Accounting Association, Sagar Chapter.</li> </ul>

<ul style="list-style-type: none"> <li>Working as Resource Person in Institute of Distance Education at Dr. H. S. Gour Central University, Sagar, MP (India).</li> </ul>
<b>Academic Year: July 2014 – June 2015</b>
<ul style="list-style-type: none"> <li>Delivered a lecture on “Management Lessons from Mahabharata” Under Weekly Academic Activity Program at Department of Business Management, Dr. Hari Singh Gour Central University, Sagar, MP (India) on dated 07<sup>th</sup> November 2014.</li> <li>Participation in in Blood Donation Camp organized by Department of Business Management, Dr. Hari Singh Gour Central University, Sagar, MP (India) in association with Rotary International Club on dated 18<sup>th</sup> September 2014.</li> <li>Coordinator-Registration Desk, Blood Donation Camp organized by Department of Business Management, Dr. Hari Singh Gour Central University, Sagar, MP (India) on dated 18<sup>th</sup> September 2014.</li> <li>Member, Department Stock Verification Committee, Department of Business Management, Dr. H. S. Gour Central University, Sagar, MP (India).</li> <li>Member, Counseling Committee MBA Admission (2014) committee at Department of Business Management, Dr. H. S. Gour Central University, Sagar, MP (India).</li> <li>Departmental Member, Internal Quality Assessment Cell (IQAC-NAAC), Dr. H. S. Gour Central University, Sagar, MP (India).</li> <li>Working as Resource Person in UGC-Remedial Coaching Center at Dr. H. S. Gour Central University, Sagar, MP (India).</li> <li>Paper Setter and Examiner for Undergraduate and Post Graduate Courses in Business Management for Department of Higher Education, Madhya Pradesh, India.</li> <li>Member, Departmental Purchase Committee at Department of Business Management, Dr. H. S. Gour Central University, Sagar, MP (India).</li> <li>Member, NAAC Accreditation Team for Department of Business Management, Dr. H. S. Gour Central University, Sagar, MP (India).</li> <li>Project Guide for MBA and BBA Students at Department of Business Management, Dr. H. S. Gour Central University, Sagar, MP (India)</li> </ul>
<b>Academic Year: July 2013 – June 2014</b>
<ul style="list-style-type: none"> <li>Member, Departmental Anti-Ragging Committee, at Department of Business Management, Dr. H. S. Gour Central University, Sagar, MP (India) (August 2013 to March 2018).</li> <li>Departmental In-Charge for handling AICTE related matters of MBA Program at Department of Business Management, Dr. H. S. Gour Central University, MP (India) (16<sup>th</sup> July 2013 to March 2018).</li> <li>Convener, Departmental Post Graduate Committee (DPGC) MBA Program at Department of Business Management, Dr. H. S. Gour Central University, Sagar, M.P. (3<sup>rd</sup> July 2013 to 31<sup>st</sup> August 2014).</li> <li>Member, Counseling Committee, MBA Admission (2013) committee at Department of Business Management, Dr. H. S. Gour Central University, Sagar, MP (India).</li> <li>Member Ph.D Admission (2013) committee at Department of Business Management, Dr. H. S. Gour Central University, Sagar, MP (India).</li> <li>Coordinator, Faculty Orientation Programme, Motilal Nehru National Institute of Technology Allahabad 12-13, January 2013.</li> <li>Student Member of Departmental Post Graduate Committee (DPGC) at School of Management Studies, MNNIT, Allahabad.</li> <li>Appointed as Micro-Observer in 16<sup>th</sup> General (Lok Sabha) election 2014 for Deori (38) Parliamentary seat in Madhya Pradesh (India).</li> </ul>
<b>Year- 2011 / 2010 / 2009</b>
<ul style="list-style-type: none"> <li>Worked as an Asst. Controller of Examination, Department of Business Management from Oct. 2009 to Aug 2010 at Hindustan College of Science and Technology, Farah, Mathura, UP (India).</li> <li>Worked as a Research Project Supervisor of MBA, Department of Business Management from Oct. 2009 to Aug 2010 at Hindustan College of Science and Technology, Farah, Mathura, UP (India).</li> <li>Worked as a class coordinator of MBA Final Year Batch, Department of Business Management from Oct. 2009 to Aug 2010 at Hindustan College of Science and Technology, Farah, Mathura, UP (India).</li> <li>Worked as a Research Project Supervisor of BBA, Department of Business Management from July 2008 to July 2009 at Bon Maharaj Institute of Management and Technology, Raman Reti, Vrindaban, Mathura, UP (India).</li> </ul>

### TEACHING & LEARNING METHODOLOGY

Classroom Lecture: Web Based Teaching; Simulation based teaching; Case Studies; Assignments; Tutorial

### REFERENCES

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3.	Dr G P Sahu, Professor, School of Management Studies, Motilal Nehru National Institute of Technology (An Institute of National Importance Declared by Govt. of India), Teliarganj, Prayagraj-211004 (UP)-India; Phone –Office - 91-532-2271553; Mobile No: 91-9305508002; Email: <a href="mailto:gsahu@mnnit.ac.in">gsahu@mnnit.ac.in</a>

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<p><b>DECLARATION:</b> The facts furnished above are true to the best of my knowledge &amp; belief.  <b>Date:</b> 01-06-2026; <b>Place:</b> New Delhi, India</p>	<p><b>[DR. ASHISH GUPTA]</b></p>
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