



Faculty Details Proforma



Title	Prof.	First Name	Ruchi	Last Name	Gupta	Photograph
Designation		Professor				
Address		EW-101, IREO Grand Arch, Sector-58, Gurgaon-1222101, Haryana				
Date of Birth		15 th October, 1977				
Phone No Office		+91-9810427590				
Mobile		+91-9810427590				
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Educational Qualifications

Degree	Institution	Year
B.Com.(Hons.)	Shri Ram College of Commerce, University of Delhi	1998
M.Com.	Department of Commerce, Delhi School of Economics, University of Delhi	2000
M.Phil.	Department of Commerce, Delhi School of Economics, University of Delhi	2003
Ph.D.	School of Management Studies, IGNOU	2017

Career Profile

Prof. Ruchi Gupta is an experienced educator having over 23 years of teaching experience at University of Delhi, India. She is currently working as a Professor at Shaheed Bhagat Singh College, University of Delhi, India. A commerce graduate from the highly acclaimed **Shri Ram College of Commerce**, she completed both her M.Com. and M.Phil. from the renowned **Delhi School of Economics**, University of Delhi. Thereafter, she obtained her doctoral degree in Commerce having worked in the area of advertising. Her doctoral research work is based on finding out the impact of celebrity endorsements on consumers, wherein she also developed a scale on celebrity endorsements. She has also completed a certified course on **Strategic Social Media Marketing from Boston University (MA, USA)** and a certified course '**LaunchX: Becoming an Entrepreneur**' from MIT, USA.

Prof. Gupta has presented her research papers in the field of Marketing, Digital Marketing and Advertising at many Indian and international forums. Many of her research papers are published in journals of national and international repute (ABDC, Emerald, Scopus). Her research papers on the topic have won the **Best Paper Awards** at some of the renowned conferences. Her recent paper 'Impact of COVID-19 crisis on stocking and impulse buying behaviour of consumers' (published in 2021) in International Journal of Social Economics (ABDC-B, Emerald, Scopus), **is listed in World Health**

Organisation's (WHO) COVID-19 repository).

She is currently empanelled as a **Research Supervisor** with the Department of Commerce, Delhi School of Economics, **Delhi University** and **Victoria University, Australia**, and is guiding the Ph.D. students at both the universities.

Prof. Gupta was the **Keynote Speaker and the Conference Chair at a conference held at the Queens College, University of Oxford (UK)** in August, 2018. She was also the **session chair at a conference organised by the European Advertising Academy in Slovenia in 2016, IPAG Business School in France in 2019, K. J. Somaiya Institute of Management Studies and Research, Mumbai in 2019, among others.**

She is a member of the editorial team of the Journal of Business Studies, published by Shaheed Bhagat Singh College, University of Delhi. She has also given editorial assistance and has **reviewed research papers for a number of journals and international conferences, including ABDC (including ABDC-A) journals like International Journal of Consumer Studies, Journal of Retailing and Consumer Services, etc. and conferences organized by the European Advertising Academy and European Marketing Academy.** She is also a member of the Reviewer Board for Business Perspectives and Research (ABDC listed), a SAGE publication, published in association with K. J. Somaiya Institute of Management Studies and Research, Mumbai; and Athens Journal of Business and Economics, Greece. Prof. Gupta has received the **Best Reviewer Award for the year 2022 by the renowned International Journal of Consumer Studies (ABDC-A journal).** Ten academicians were recognized worldwide for the award. Prof. Gupta was the only one from India to receive this award for the year 2022.

Prof. Gupta has been invited as a **speaker and resource person** for a number of **talks, webinars, FDPs and MDPs** on various aspects of marketing, digital marketing and advertising by many institutes of repute- both **national and international.**

Prof. Gupta has **authored three books on 'Advertising' and one book on Marketing** which are intended to cover the curriculum of academic advertising and marketing courses. The book 'Advertising Principles and Practice' published in the year 2012 is available internationally and is the main text/reference book across various universities and business schools in India. Her second title 'Advertising' and third title 'Advertising and Personal Selling' are intended to meet the requirements of new revised CBCS syllabus for the University of Delhi and other central universities in India. Her latest title 'Principles of Marketing' has been published in 2023 and designed as per the NEP guidelines for university courses. Prof. Gupta has also been a member of the Textbook Development Board, NCERT, (Grade XII Business Studies Book).

As an educator, Prof. Ruchi Gupta believes in using **innovative teaching techniques and using real life case studies** to teach her students. **In the year 2005, she was identified by a popular English daily (The Times of India) as one of the most popular teachers in Delhi University, based on a student survey.** Prof. Gupta also actively participates in the corporate life of the college. She sincerely believes in inculcating and developing analytical and managerial skills in her students and in socially sensitizing them towards various sections of the society.

Prof. Ruchi Gupta is the **recipient of ICBM-AMP Academic Excellence Award 2017** (organised by ICBM and Academy of Management Professionals) in the category of 'Best Professor in Advertising' for her contribution to academics and research. Some other recipients of the ICBM-AMP Academic Excellence Awards 2017 (in other categories) included professors from IIM Lucknow, ISB Hyderabad, Xavier Institute of Management, K J Somaiya Institute of Management Studies and Research, some of the top B-schools of the country.

Prof. Gupta believes that every day is a learning day in the life of an academician.

Areas of Interest / Specialization

Marketing, Advertising, Digital Marketing

Papers Taught

Advertising and Personal Selling

Research Guidance

PhD scholars

Under Supervision	Submitted	Awarded
2	0	0

M.Phil Scholars

Under Supervision	Submitted	Awarded
0	0	1

M.A. Dissertations

Under Supervision	Awarded
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Publications Profile

Books			
Title	ISBN/Publisher/Link	Indexed etc if any	Scopus Year
Principles of Marketing (for the syllabus of B.Com.(H) and B.Com. courses of University of Delhi and other central	ISBN: 978-93-91720-10-0 Publisher: Scholar Tech Press		Publication Year: 2023 (first edition)

universities in India, as per the latest NEP guidelines)	Link: https://amzn.eu/d/egvtg1m						
Advertising and Personal Selling (for the CBCS syllabus of B.Com.(H) and B.Com. courses of University of Delhi and other central universities in India)	ISBN: 978-93-91720-00-1 Publisher: Scholar Tech Press Link: https://amzn.eu/d/a3wwU15					Publication Year: 2021, 2022, 2023 (first, second and third editions)	
Advertising (for the CBCS syllabus of B.Com.(H) and B.Com. courses of University of Delhi and other central universities in India)	ISBN-13: 978-8193391792 Publisher: Scholar Tech Press					Publication Year: 2017, 2018, 2019, 2020 (first edition and revised editions)	
Advertising: Principles and Practice (with 17 Recent Indian Case Studies)	9788121940016 Publisher: S.Chand Link: https://amzn.eu/d/a3wwU15					Publication Year: 2012	
Research Publications							
Article Name	Publication Type (UGC Care/ Scopus/ Web of science etc)	Journal Name	ISSN No	Volume	Year	URL	DOI
The beginning of ChatGPT-a	Scopus	Information and Learning Sciences	2398-5348	Vol. ahead-of-print No. ahead-of-print	2023	https://doi.org/10.1108/LS-04-2023-	10.1108/LS-04-2023-0035

systematic and bibliometric review of the literature		(Emerald)				0035	
Sustainability Unleashed : Pioneering Carbon Removal Solutions for a NetZero Future	Scopus	Journal for Research in Attachment Therapy and Developmental Diversities	eISSN: 2589-7799	August; 6 (9s): 946-961	2023	https://jrtdd.com/index.php/journal/article/view/1660	https://jrtdd.com/index.php/journal/article/view/1660
Impact of COVID-19 crisis on stocking and impulse buying behaviour of consumers	Scopus	International Journal of Social Economics (Emerald) (Listed in World Health Organisation's COVID-19 Repository)	0306-8293	Vol. 48, Issue: 12, pp. 1794-1809	2021	https://doi.org/10.1108/IJSE-03-2021-0163	10.1108/IJSE-03-2021-016
Application of AI technology in modern digital marketing environment	Scopus	World Journal of Entrepreneurship, Management and Sustainable	2042-5961	Vol. 17, No.3, pp.318-328	2021	https://doi.org/10.1108/WJEMS-D-08-2020-0099	10.1108/WJEMS-D-08-2020-0099

		Development (Emerald)					
Masstige value of smartphone brands: Impact of egoistic value orientation of Indian consumers	Scopus	Academy of Strategic Management Journal	Print ISSN: 1544-1458, Online ISSN: 1939-6104	Vol. 20, Issue 6, pp. 1-11	2021	https://www.abacademies.org/articles/masstige-value-of-smartphone-brands-impact-on-egoistic-value-orientation-of-indian-consumers-11533.html	https://www.abacademies.org/articles/masstige-value-of-smartphone-brands-impact-on-egoistic-value-orientation-of-indian-consumers-11533.html
A conceptual model for promotion on digital platforms	Scopus indexed at the time of publication	Academy of Entrepreneurship Journal – Scopus indexed at the time of publication	Print ISSN: 1087-9595, Online ISSN: 1528-2686	Vol. 27, Issue: 2S	2021	https://www.abacademies.org/articles/a-conceptual-model-for-promotion-on-digital-platforms.pdf	https://www.abacademies.org/articles/a-conceptual-model-for-promotion-on-digital-platforms.pdf
A marketer's guide in designing a digital transformation	Scopus	International Journal of Management (IJM) -	Print ISSN: 0976-6502 Online ISSN: 0976-	Vol.11, No.8, August, 2020, pp. 1130-1141	2020	https://iaeme.com/Home/article_id/IJM_11_08_102	10.34218/IJM.11.8.2020.102

roadmap		Indexed in Scopus till 2020	6510				
Impact of Celebrity Endorsement in Advertisements on Brand Awareness and Brand Association	Peer-Reviewed	Nice Journal of Business	ISSN: 0973-449X	Vol.12, No.2, pp.1-13, July-December, 2017	2017	https://www.shobhituniversity.ac.in/njb/pdf/NICE-Journal-2017-2.pdf	
Construction and Validation of a Five-Dimensional Celebrity Endorsement Scale: Introducing the 'PATER' Model	Peer-reviewed	British Journal of Marketing Studies	ISSN: 2053-4043 (Print), ISSN: 2053-4051 (Online)	Vol.5, No.4, pp.15-35	2017	https://www.eajournals.org/wp-content/uploads/Construction-and-Validation-of-a-Five-Dimensional-Celebrity-Endorsement-Scale-Introducing-the-Pater-Model.pdf	https://www.eajournals.org/wp-content/uploads/Construction-and-Validation-of-a-Five-Dimensional-Celebrity-Endorsement-Scale-Introducing-the-Pater-Model.pdf
Impact of Celebrity Endorsements on Consumers' Purchase Intention:	Peer-reviewed at the time of publication (now listed in ABDC)	Australian Journal of Business and Management	ISSN: 1839-0846	Vol.5, Issue 3, pp.1-15, July, 2015	2015	https://www.ajbmr.com/current-issue/63	10.52283/NSWRCA.AJBMR.20150503A01

A Study of Indian Consumers		Research					
Impact of Celebrity Endorsements on Consumers' Ad Perception : A Study of Indian Consumers	Peer-reviewed	British Journal of Marketing Studies	ISSN: 2053-4043 (Print), ISSN: 2053-4051 (Online)	Vol.3, No.8, pp.34-49	2015	https://ejournals.org/bjms/vol-3issue-8november-2015/impact-of-celebrity-endorsements-on-consumers-ad-perception-a-study-of-indian-consumers/	https://ejournals.org/bjms/vol-3issue-8november-2015/impact-of-celebrity-endorsements-on-consumers-ad-perception-a-study-of-indian-consumers/
Regulation of Comparative Advertising in India	Peer-reviewed	NICE Journal of Business	ISSN: 0973-449X	Vol.6, No.1, January-June 2011	2012		
Product Liability: The Seller Beware	Peer-reviewed	P. U. Management Review, Journal of University Business School, Punjab University		Volume XVI, April-September 2006, Issue1, pp. 54-69	2006		

Advertisin g and the Law	Peer-reviewed	Journal of the Indian Law Institute	ISSN: 0019- 5731	Vol.48, Vol.2, April-June 2006	2006		
Protection of Trade Marks: Some Issues and Strategies	Peer-reviewed	Delhi Busines s Review, An Internati onal Journal of Society for Human Transfor mation and Researc h	ISSN: 0972- 222x	Vol.6, No.1, 67- 75	2005		
Consumer Perception of Sales Promotion Technique s: A Study of FMCGs	Peer-reviewed	The Journal of Account ing and Finance	ISSN: 0970- 9029	Vol.19, No.1, pp. 16-24			
Legal Aspects of Packaging and Labelling	Peer-reviewed	Apeejay Busines s Review		Vol.5, No.1, pp.16-25			
Publications other than journal articles							
Title of Publicati on	Type of Publication	Publish er	Role in Publica tion	ISBN Number	Year	URL	Level
“Understa nding Blockchai n’s Role in Social	Book Chapter in the book “The Rise of Blockchain	IGI Global	Co- Author	ISBN13: 97816684 76499, ISBN10: 16684764	2023	https:// www.igi - global.c	

Media Marketing : A Review of Academic Literature and Social Media Discussions”	Applications in Customer Experience” Edited by: Mohammed Majeed, Kwame Simpe Ofori, George Kofi Amoako, Abdul-Raheed Alolo, Gideon Awini			95		om/boook/rise-blockchain-applications-customers-experience/309085	
"Product Design Strategies for Entrepreneurs in the Digital Era"	Book Chapter in the edited book titled "Entrepreneurship Development and Management: Opportunities, Challenges and the Way Forward" Edited by: Dr Dr B.M. Jena, Dr. Jitendra K. Aherkar and Dr. Esra Sipahi	Bharti Publication	Co-Author	ISBN: 978-93-90818-69-3	2021		
“Surrogate Advertising in India: Promoting Liquor and Tobacco Products in Disguise”	Book Chapter in the book “Communicating Brands in an Increasingly Complex and Global Environment” Edited by: Ruiz-Mafe Carla, Aldas-Manzano Joaquin and Veloutsou	Athens Institute for Education and Research, Greece	Author	ISBN: 978-960-598-170-9	2017	https://www.atiner.gr/docs/2017MKT-INTRO.pdf	

	Cleopatra						
“Surrogate Advertising in India: Legal Framework, Practice and Challenges Ahead”	Book Chapter in the book “Special Topics in Economics and Management Edited by: Elvis C. Foster, Nektarios Tzempelikos, Chris Sakellariou and Panagiotis Andrikopoulos	Athens Institute for Education and Research, Greece	Author	ISBN: 978-960-598-103-7	2017	https://www.atiner.gr/docs/2017BUS-INTRO.pdf	
AR and VR technologies in the new business reality of Covid-19	Newspaper Article published in Khaleej Times, UAE	Khaleej Times, UAE	Co-author	-----	2020	https://menafn.com/1100369512/UAE-AR-and-VR-technologies-in-the-new-business-reality-of-Covid-19	
Conference/ workshop Organized							

Awards and Distinctions

- **Keynote Speaker and Conference Chair** at the 6th International Conference on Business, Economics, Management and Marketing (ICBEMM 2018) held at the Queen's College, University of Oxford, United Kingdom organised by FLE Learning from 13th-15th August, 2018.
- **Best Reviewer Award** for the year 2022 by the renowned **International Journal of Consumer Studies (ABDC-A journal)**. Ten academicians have been recognised worldwide for the award. The only one from India to receive this award for the year 2022. <https://onlinelibrary.wiley.com/page/journal/14706431/homepage/reviewerawards>
- Recipient of the **ICBM-AMP Academic Excellence Award 2017** in the category of '**Best Professor in Advertising**'. Some other recipients of the ICBM-AMP Academic Excellence Awards 2017 (in other categories) included professors from IIM Lucknow, ISB Hyderabad, Xavier Institute of Management, K.J. Somaiya Institute of Management Studies and Research, etc.
- **Best Paper Award** - Paper titled "**Micro-Celebrity Endorsement on Instagram: Reaching out to Consumers in the Digital Era**" won the second Best Papers Award out of 69 papers presented from different countries and from different universities and B-schools of India at the 14th SIMSR Global Marketing Conference organised by K J Somaiya Institute of Management Studies and Research, Mumbai, India on 7th-8th February, 2019.
- **Best Paper Award** - Paper titled "**Micro-Celebrity Endorsement in the Digital Era: Assessing the Impact on Brand Attitude and Purchase Intention**" won one of the Best Papers Awards out of 56 papers presented from different countries and from different universities and B-schools of India including the IIMs, MICA, IIFT and Delhi School of Economics, at the 7th AIM-AMA Sheth Consortium and Conference organised at MICA on 4th-6th January, 2019.
- **Chaired a session** on "Marketing Communications" at the 10th International Research Meeting in Business and Management (IRMBAM) organised by IPAG Business School, Nice Campus, France on 8th-10th July, 2019.
- **Chaired a session** titled "**Barely Famous: Celebrities, Testimonials, Icons**" at **ICORIA (15th International Conference on Research in Advertising)**, 2016 organised by the **European Advertising Academy** at the **University of Ljubljana, Slovenia** from 30th June to 2nd July, 2016.
- **Advisory Board Member and Session Chair** at the Winter Business School Conference organised by the Great Lakes Institute of Management, Gurgaon on 20th December, 2022, in association with the Knowledge Partners- American University of Beirut, Vilnius University, Ural Federal University, Wroclaw University of Economics and Business and Universidade de Aveiro, Portugal.
- **Chaired a session** on "Consumer Behaviour" at the 14th SIMSR Global Marketing Conference organised by K J Somaiya Institute of Management Studies and Research, Mumbai, India on 7th-8th February, 2019

- Invited as the **Chairperson of the Technical Session** of the Online Conference on “**Women in Management: Trends, Issues and Challenges**” organised by the Department of Business Administration, Faculty of Management Studies and Research, Aligarh Muslim University, on the occasion of Women’s Day on 8th March, 2022
- **Reviewer** for the **conferences organised by the European Advertising Academy and European Marketing Academy** and for many **ABDC journals**.
- **Resource Person for FDP** – Invited as an expert to deliver a session (webinar) on ‘**Trends in Digital Marketing**’ by **Shri Ram College of Commerce (SRCC)-IQAC**, as a part of their one-week development program ‘Mind-Sets, Knowledge-Sets and Skill-Sets for 21st Century Youth: Innovations and Adaptations’ , meant **for the students and faculty members on 1st June, 2020**
- **Resource Person for FDP-** Invited as a resource person to speak on the topic “**Role of Artificial Intelligence in various domains of management**” for the **National Faculty Development Program (FDP)** on “Transforming Teachers for a Sustainable Post COVID-19 World” conducted from August 16-20, 2021 by Institute of Information Technology and Management (Accredited Grade “A” by NAAC), Affiliated to Guru Gobind Singh Indraprastha university, Delhi, on 17th August, 2021 The FDP was attended by more than 150 participants from all over the country and among the other resource persons were various faculty members from IIMs, Department of Finance and Business Economics-University of Delhi, SRCC , and Symbiosis University.
- **Resource person** for conducting the **Faculty Development Program (FDP)** on the topic “Innovative Teaching Methods for Better Student Engagement” at the **School of Interdisciplinary Management and Technology, Indonesia**, on 23rd November, 2022.
- **Session Chair** at the **National Conference** on the theme ‘ Strategic Intelligence: Driving India’s Growth’, organised by Bharati Vidyapeeth Institute of Management and Research (BVIMR), New Delhi on 7th February, 2023.
- **Track Chair** for the track ‘Rethinking Marketing for Building Resilient and Sustainable Business’ at the ‘**International Conference** on Advances in Management and Technology’ (ICAMT-2023) organised by Jaypee Business School, Noida on 23rd-25th February, 2023.
- Identified by a popular English daily (The Times of India) as one of the **most popular teachers in Delhi University (based on student survey) in 2005**.

Association with Professional Bodies

1. Member of the **reviewer team** for International Journal of Consumer Studies (ABDC-A listed), special issue of Journal of Consumer Behaviour (ABDC-A listed) and SAGE open.
2. Member of the **Editorial and Reviewer Board** of ‘Business Perspectives and Research’ (ABDC listed)- A SAGE publication in association with K.J. Somaiya Institute of Management Studies and Research, Mumbai
3. Reviewer for the **EMAC (European Marketing Academy) Annual Conferences**, since 2018

4. Reviewer for the **EMAC (European Marketing Academy) Regional Conferences**, since 2019
5. Member of the **Reviewer Board** for Athens Journal of Business and Economics, Greece
6. Member of the **Reviewer Board** for Marketing and Management of Innovations (Indexed in Web of Science)

Other Activities

Paper Presentations at National and International Conferences

1. Paper titled “**Impact of Influencer Information Credibility on Consumer engagement**” presented at the 10th International Conference on Advances in Business and Management, organised by the Department of Commerce, Shaheed Bhagat Singh College, University of Delhi, on 10th-11th November, 2022.
2. Paper titled “**Sustainability – Is it time for marketing to grow conscience? Exploring through theory, context and methodology approach**”, at the **Sixth International Conference on Emerging Research Paradigms in Business and Social Sciences**, organised by the Middlesex University, Dubai from 24th to 26th February, 2022
3. Paper titled “**Effectiveness of Augmented Reality in Creating Sensory Brand Experience and Purchase Intention**” presented at the **8th AIM-AMA Sheth Foundation Doctoral Consortium and Conference** held on 3rd-6th January, 2020 at BIMTECH, Greater Noida, India.
4. Paper titled “**Influencing Consumers through Micro-Celebrity Endorsement in the Digital Era**” presented at the **2019 IIM Indore-NASMEI Summer Marketing-IS Conference** held on 26th-28th July, 2019 at the Indian Institute of Management, Indore, India.
5. Paper titled “**Micro-Celebrity Endorsement: A Digital Strategy to Reach Young Consumers**” presented at the 10th International Research Meeting in Business and Management (IRMBAM) organised by **IPAG Business School, Nice Campus, France** on 8th-10th July, 2019. The Conference was organised in association with South Champagne Business School, France; Rice University, United States; University of Padova, Italy; Nice Sophia Antipolis University, France; Telfer School of Management, University of Ottawa, Canada and University of Bern, Switzerland.
6. Paper titled “**Micro-Celebrity Endorsement on Instagram: Reaching Out to the Consumers in the Digital Era**” presented at the **14th SIMSR Global Marketing Conference** organised by **K J Somaiya Institute of Management Studies and Research, Mumbai, India** on 7th-8th February, 2019. **Also won the Best Paper Award.**
7. Paper titled “**Micro-Celebrity Endorsement in the Digital Era: Assessing the Impact on Brand Attitude and Purchase Intention**” presented at the **7th AIM-AMA Sheth Foundation Doctoral Consortium and Conference 2019** held from 4th-7th January, 2019 at **MICA, Ahmedabad, India. Also won the Best Paper Award.**
8. Paper titled “**Construction and Validation of a Five-Dimensional Celebrity Endorsement Scale**”

presented at ICORIA (**15th International Conference on Research in Advertising**), 2016 organised by the **European Advertising Academy** at the University of Ljubljana, Slovenia from 30th June to 2nd July, 2016

9. Presented a paper titled “**Celebrity Endorsements: An Important Marketing Tool for creating Brand Awareness and Brand Associations**” at the International Conference on Sustainable Development through Research in Engineering and Management organised by the Department of Electronics Engineering and Department of Management Studies at YMCA University of Science and Technology, Faridabad in association with the International Society for Productive Enhancement, USA on 26th-27th December, 2016

Academic and Professional Activities - Invited Talks/Webinars

- 6th April, 2018 – Invited as an expert by Maharaja Agrasen College, University of Delhi, to conduct an interactive session on the topic “**Ethical Aspects of Advertising and Regulatory Provisions for Misleading Advertising**” for commerce students
- 28th August, 2018 - Invited as an expert by Aditi Mahavidyalaya, University of Delhi, to deliver a lecture on the topic “**Ethical Issues in Advertising**” for commerce students
- 22nd August, 2019 – Invited as an expert by Aditi Mahavidyalaya, University of Delhi, to deliver a lecture on “**Recent Issues in Advertising**” for commerce students
- 8th May, 2020 – Invited as an expert to deliver a webinar on the topic “**Digital Marketing: How are brands communicating amid COVID-19 crisis**” by Institute of Management Studies (IMS), Ghaziabad, for faculty members and students
- 23rd May, 2020 – Invited as a resource person to conduct a workshop on ‘**Digital Marketing for Travel and Tourism Industry**’ for the Travel and Tourism students of Prestige Institute of Management, Gwalior
- 1st June, 2020 – Invited as an expert to deliver a session (webinar) on ‘**Trends in Digital Marketing**’ by **Shri Ram College of Commerce (SRCC)-IQAC**, as a part of their one-week development program ‘Mind-Sets, Knowledge-Sets and Skill-Sets for 21st Century Youth: Innovations and Adaptations’ , meant **for the students and faculty members**
- 14th July, 2020 – Invited by Edumate TV and IMS Ghaziabad as a panellist to have discussion on the topic “**Management Education: New Opportunities, Challenges and Prospects**”.
- 17th July, 2020 - Invited by Edumate TV and IMS Ghaziabad as a panellist to have discussion on the topic “**Way to Atmanirbhar Bharat- Skill Development, Entrepreneurship, New Opportunities**”
- 28th July, 2020 – Invited as an expert to conduct a **MDP for the channel partners of CRI Pumps**. The MDP was organised in association with IMS Ghaziabad. The objective of the MDP was to address the business concerns of dealers and discuss future growth strategies for them. More than 280 dealers from across the country (especially north India) participated in the program.
- 29th August, 2020 – Invited to deliver a lecture on ‘**Integrated Marketing Communication**’ by Annapurna College of Film and Media, Hyderabad,

- 11th September, 2020 – Invited as a resource person to conduct a webinar on the topic “**Ethical Issues in Advertising**” by Centre for Industry Interaction (CII) and IQAC, Shyam Lal College, University of Delhi.
- 9th October, 2020- Invited as a resource person to conduct a webinar on the topic “**Top Trends Driving Digital Marketing Strategy**” by Acharya Narendra Dev College, University of Delhi.
- 2nd April, 2021 – Invited by Edumate TV and IMS Ghaziabad as a panellist to have discussion on the topic “**Digitalization: Inflex-Point in Transforming Management Education**” and to take up student queries on the evolving digital ecosystem.
- 17th August, 2021 – Invited as a resource person to speak on the topic “**Role of Artificial Intelligence in various domains of management**” for the **National Faculty Development Program (FDP)** on “Transforming Teachers for a Sustainable Post COVID-19 World” conducted from August 16-20, 2021 by Institute of Information Technology and Management (Accredited Grade “A” by NAAC), Affiliated to Guru Gobind Singh Indraprastha university, Delhi. The FDP was attended by more than 150 participants from all over the country and among the other resource persons were various faculty members from IIMs, Department of Finance and Business Economics-University of Delhi, SRCC , and Symbiosis University.
- 8th March, 2022 – Invited as the **Chairperson of the Technical Session** of the Online Conference on “**Women in Management: Trends, Issues and Challenges**” organised by the Department of Business Administration, Faculty of Management Studies and Research, Aligarh Muslim University, on the occasion of Women’s Day on 8th March, 2022
- 16th March, 2022 – Invited as the Resource Person to deliver a webinar on the topic “**Advertising in the Digital Era: Trends During COVID**” by the Department of Commerce, Aditi Mahavidyalaya, University of Delhi.
- 19th March, 2022 – Invited by the **School of Interdisciplinary Management and Technology, Indonesia**, to take a guest lecture with their working executives MBA and other masters students (more than 200 students) on the topic “**Digital Marketing**”.
- 30th April, 2022 – Invited by University of Jammu, Udhampur Campus to deliver a talk on the topic “**Digital Marketing: Where Creativity Meets Purpose**” for their faculty members and masters level students.
- 21st May, 2022 - Invited by the **School of Interdisciplinary Management and Technology, Indonesia**, to take a guest lecture with their working executives MBA and other masters students (more than 200 students) on the topic “**Social Media Influencers and Influencer Marketing**”.
- 5th August, 2022- Invited by Chitkara University, Punjab, India to deliver a talk on the topic ‘**Visiting Digital Through the Lens of Marketing**’ for their students of BCA, MCA, B.Tech. and IT courses.
- 29th October, 2022- Invited by the **School of Interdisciplinary Management and Technology, Indonesia**, to take a guest lecture (lesson) with their working executives MBA and other masters students (more than 135 students) on the topic “**Digital Marketing**”, as a part of their Marketing Management Course.

- 5th November, 2022 - Invited by the **School of Interdisciplinary Management and Technology, Indonesia**, to take a guest lecture with their new batch of working executives MBA and other masters students on the topic “**Social Media Influencers and Influencer Marketing**”.
- 23rd November, 2022 - Invited by the **School of Interdisciplinary Management and Technology, Indonesia**, to take **faculty development workshop** on the topic “**Innovative Teaching Methods for Better Student Engagement**”.
- 1st April, 2023 - Invited by the **School of Interdisciplinary Management and Technology, Indonesia**, to take a guest lecture with their working executives MBA and other masters students (more than 160 students) on the topic “**Marketing in the Digital Era**”.
- 8th April, 2023 - Invited by the **School of Interdisciplinary Management and Technology, Indonesia**, to take a guest lecture with their working executives MBA and other masters students on the topic “**Influencer Marketing and its Changing Landscape**”.
- 9th June, 2023 – Invited by The Marketing Cell of Aditi Mahavidyalaya, University of Delhi, to deliver a talk on the topic “How Digital is Changing the face of Marketing”.
- 21st October and 28th October, 2023 - Invited by the **School of Interdisciplinary Management and Technology, Indonesia**, to take two guest lecture with their working executives MBA and other masters students on the topic **Digital Marketing**