

Dr. Ritu Gupta

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Ghaziabad

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PROFESSIONAL PROFILE

- *Assistant Professor in Department of Commerce, PGDAV College, University of Delhi.*

PROFESSIONAL EXPERIENCE

Total 25 years of experience in corporate and in academics.

- *Working with Delhi University since Sept 2014 to till date and teaching Management subjects with Marketing Specialization.*
- *Worked with management institute from July 2009 to Sept 2014 and taught Management subjects.*
- *Worked with corporate in Managerial capacity from Jan 1998 to July 2009 in the field of marketing.*

PUBLICATIONS

- Authors: Ritu Gupta, Isha S. Jajodia, Dr. Kokil Jain
Title: **The power to voice my hate! Exploring the effect of brand hate and perceived social media power on negative eWOM**
Journal: Journal of Asia Business Studies (Scopus indexed)
Volume: ISSN 1558-7894, July 2021(article) and June 2022(issue)
<http://dx.doi.org/10.1108/JABS-10-2020-0423>
- Authors: Ritu Gupta, Dr. Kokil Jain, Isha S. Jajodia
Title: **Determinants of smart speaker adoption intention: extending the theory of planned behavior**
Journal: International Journal of Technology Marketing (Scopus indexed)
Volume: Vol.15 No 2/3, pp. 181-202, Sep 2021
DOI: 10.1504/IJTMKT.2021.118216
- Authors: Ritu Gupta
Title: **Impact of green anthropomorphic advertisement on environment concerns in young minds**
Journal: Futuristic Journal of Commerce and Management (Refereed journal)
Volume: Vol.III, No 2, pp. 1-14, July – Dec 2021
ISSN : 2582-1105

- Authors: Ritu Gupta, Dr. Kokil Jain
Title: **The Impact of Anthropomorphism on purchase intention of smart phones: A study of Young Indian Consumers.**
Journal: Indian Journal of Marketing (Scopus indexed)
Volume: volume 49, issue 5, May 2019
- Authors: Ritu Gupta, Nitesh Kumar Yadav
Title: **Business Potential of Jatropha Biodiesel**
Journal: MaruVyvsay Chakra
Volume: April- June. 2015
- Authors: Nitesh Kumar Yadav ,Ritu Gupta, Ravi Kumar
Title: **Developing Rural India through Agriculture growth**
Journal: UNI Journal of Research
Volume: II, issue 4, April 2015.
- Authors: Nitesh Kumar Yadav,RekhaKashyap,Ritu Gupta
Title: **Shifting Trend from Retailer to online Purchases: Indian Perspective**
Journal: MaruVyvsay Chakra
Volume: July-Sept. 2015

Paper Presentation:

- Presented paper in INBUSH ERA world summit 2019 with the title: **“Role of anthropomorphic tendency in defining brand hate.”**
- Presented paper in INBUSH ERA world summit 2018 with the title: **“Conceptualization of anthropomorphism and its effect on consumer brand relationship”.**
- Presented paper in conference: Sustainable Development and Business: Managing organizations of tomorrow held on August 2020 with the title: **“Impact of Green anthropomorphic advertisement on Environment concerns in young minds.”**
- Presented paper in INBUSH ERA world summit 2021 with the title: **“Brand Anthropomorphism: An Emotional Trigger for Behavioral Response”.**

FDP and Workshops attended:

- Attended 1 week Faculty development programme on **Acedemic Writing** held between 18th Feb, 2021 – 24th Feb 2021 at teaching learning centre, Ramanujan College.

- Attended 2 weeks Refresher Course on **Data Analysis with Statistical Methods** held between 21st Dec, 2020 and 3rd January 2021 at teaching learning centre, Ramanujan College.
- Attended 14 days faculty development program on **Data Analysis for research in social sciences** held between 17th – 30th June, 2020 at teaching learning centre, Ramanujan College.
- Participated in one week Faculty Development Program on **Research Methodology** held in Oct 2018 at PGDAV College, University of Delhi.
- Participated in UGC sponsored **Orientation Program** in May-June 2017 at Jamia Millia Islamia.
- Participated in Faculty Development Program on **Use of Electronic Resources in Humanities** held in January 2017 at PGDAV College, University of Delhi
- Participated in **Capacity Building Workshop on e-content creation in disability access** held in Nov 2016 at Institute of Lifelong Learning, University of Delhi.

THESIS TITLE

“Impact of brand anthropomorphism in determining the consumer brand relationship: A study of smart phones.”

SKILLS & SPECIALIZATION

- Specialization is marketing and research interest revolves around consumer behavior and brand management
- Equipped with both qualitative and quantitative social research skills.

EDUCATION

PhD in Management	2021
Net qualified in Management	2012
Master's in Business Administration IGNOU	1998-2001
PGDMS (marketing and Sale YMCA, Delhi	1997
Bachelor in Sciences University of Delhi, Delhi.	1993-1996

PERSONAL Details

DATE OF BIRTH:	10 th Sep 1975
PLACE OF BIRTH:	Delhi
LANGUAGES:	English and Hindi
MARITAL STATUS:	Married
CHILDREN:	Two

Regards,

Ritu Gupta

Dated: