



**Dr. Deepti Gupta**  
**Department of Management Studies**  
**Ram Lal Anand College, University of Delhi**

<b>Title</b>	Dr.	<b>First Name</b>	Deepti	<b>Last Name</b>	Gupta	<b>Photograph</b>
<b>Designation</b>	Assistant Professor					
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<b>Institutional Web page</b>						
<b>Google Scholar</b>	<a href="https://scholar.google.com/citations?view_op=list_works&amp;hl=en&amp;hl=en&amp;user=ahUVqJ4AAAAJ">https://scholar.google.com/citations?view_op=list_works&amp;hl=en&amp;hl=en&amp;user=ahUVqJ4AAAAJ</a>					
<b>Research Gate</b>	<a href="https://www.researchgate.net/profile/Deepti-Gupta-27">https://www.researchgate.net/profile/Deepti-Gupta-27</a>					
<b>ORCID ID</b>	0009-0000-0390-0475					
<b>Scopus ID</b>						
<b>Researcher ID</b>						
<b>Vidwan ID</b>	<a href="https://vidwan.inflibnet.ac.in/profile/394432">https://vidwan.inflibnet.ac.in/profile/394432</a>					
<b>Educational Qualifications</b>						
<b>Degree</b>	<b>Institution</b>				<b>Year</b>	
PhD	University School of Applied Management, PU				2019	
MBA	School of Management Studies, PU				2012	
<b>Career Profile</b>						
<ul style="list-style-type: none"> <li>Working as Assistant Professor in the department of Management Studies, Ram Lal Anand College,</li> </ul>						

University of Delhi since 2017

- Worked as Assistant Professor at University Department 'School of Management Studies' PU. Taught students pursuing MBA in Business Studies with specialization in Marketing and Human Resource Management.
- Worked as Assistant Professor at University department 'University School of Applied Management' PU. Taught students pursuing Masters in Business Administration.

#### Administrative Assignments

- Organised **one week** Faculty Development Programme as **Programme Co-ordinator** on the topic '**NEP 2020: New Trends in Higher Education**' under *PMMMNM*TT scheme from 29th August- 4th Sep 2022
- Faculty of Applied Social Science and Humanities (FASSH), South Campus, University of Delhi has appointed member 'Marketing Stream' for Restructuring Course Curriculum of BMS as per NEP-2020
- Worked in the capacity of **In-charge BMS department** at Ram Lal Anand College, Delhi University during 2017-18, 2018-19, 2019-20, 2022-23
- Worked as Convener of Admission Committee, Management department
- Worked as member editorial board for college Magazine 'Samdrishti'

#### Areas of Interest / Specialization

Marketing Management, Retail Management, Business Research, Organisational Behaviour

#### Subjects Taught

Retail Management, Principles of Marketing, OB, Marketing Research, Transnational and Cross Cultural Marketing, Design Thinking, Human Resource Management

#### Book Authored

**FIGHT FOR SHELF SPACE: MANUFACTURER'S BRANDS Vs PRIVATE LABELS**

ISBN:9789391734497

Today and tomorrow's Printers and Publishers, New Delhi

#### Publications Profile

- Colours in Branding – Creating Brand Identity and Influencing Consumer Perception, *International Journal of Business and Research*, **UGC-CARE Listed**, Vol 8(2), 2023
- Supply Chain Risk Management in the Times of Pandemic, *International Journal of Multidisciplinary Educational Research*, **Impact Factor:6.514**, Vol.9, May2020
- Consumer Attitude towards Promotional Deals on Private Label Brands, *Airo International Research Journal*, **Impact Factor:3.19**, Vol. XIX, Sep 2019
- Extrinsic factors affecting consumer attitude in Indian apparel Industry, *International Journal of Applied Ethics*, Vol. 6, 2017-18
- Penetrating the countryside: Opportunities and Challenges, *International Journal of Business and Research*, **UGC-CARE Listed**, Vol. 1, 2016
- Intrinsic factors affecting consumer attitude towards private label brands, *International Journal of Multidisciplinary Educational Research*, **Impact Factor:6.514**, Web of Science Indexed
- The Impact of Corporate Social Responsibility on Consumer Purchase Intent, *International Journal of Applied Ethics*, Vol.3, 2014-15
- Grassroots Innovations for Sustainable Development, *Journal of Business Studies*, Shaheed Bhagat Singh College, DU **UGC Listed**, Vol. VII, 2014-15
- Institutional framework to promote growth of Small and Medium sector Enterprises in India, *Kegees Journal of Social Science*, Vol. 7, Jan 2015

#### Chapters in books and e-chapters (Published)

- DSE-2: Marketing of Services, Lesson 3: Differentiating Services, Pages: 46-65, Department of Distance and Continuing Education, School of Open Learning, University of Delhi
- MBAFT-7601: Consumer Behaviour, Lesson 3: Consumer Perception and Learning, Pages: 67-85, Department of Distance and Continuing Education, School of Open Learning, University of Delhi
- MBAFT-6105: Brands, Packaging and Labelling, Lesson 6, Pages: 126-129, Department of Distance and Continuing Education, School of Open Learning, University of Delhi

#### Conference Organization/ Presentations

##### Presentations: International

**Paper Presentation at ICSSR sponsored International Conference** on India@2030:Third Largest Economy in the World, Jesus and Mary College, University of Delhi, 29-30<sup>th</sup> Jan, 2024

Paper Title: **Exploring the influence of Digital Marketing Strategies on Consumer purchase Intentions: A case study of students of University of Delhi**

**Presentations: National**

**Paper Presentation at India International Center (IIC)** on Future of Retail Education: Embracing Technology and Innovation, School of Vocational studies, Dr. B. R. Ambedkar University, Delhi in collaboration with retailer's association of India, Mumbai

Paper Title: **Redefining Retail: Evolving Landscape of Retailing in a Tech-Driven Ecommerce Era**

**Research Projects (Major Grants/Research Collaboration)**

**Awards and Distinctions**

- Awarded Best Paper **at India International Center (IIC)**, Conference on 'Future of Retail Education: Embracing Technology and Innovation, School of Vocational studies, Dr. B. R. Ambedkar University, Delhi in collaboration with retailer's association of India, Mumbai
- 'Creative Thinking: Techniques and Tools for Success' awarded by **Imperial College London** on 7<sup>th</sup> Nov, 2020
- 'Marketing in a Digital World' Course certificate awarded with **Honors** by **University of ILLINOIS, US** on 18<sup>th</sup> September, 2020
- 'Market Research and Consumer Behavior' Course certificate awarded by **IE Business School, Madrid, Spain** on 22<sup>nd</sup> July, 2020
- Awarded certificate of Appreciation as Top Performing Mentor by **IIT Madras** for NPTEL online certification course, '**Services Marketing: A Practical Approach**' in April, 2019

**Association With Professional Bodies**

**Other Activities**

Developed complete MOOCs in 4 quadrants for 'Retail Management' for UG (BBA/BMS) and PG (MBA)

students of Marketing specialization under the aegis of *PMMMNTT* scheme of Ministry of Education,  
Government of India