



Faculty Details Proforma



Title	Prof.	First Name	Ruchi	Last Name	Gupta	Photograph
Designation	Professor					
Address	Shaheed Bhagat Singh College, University of Delhi					
Date of Birth						
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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						
<p>Prof. Ruchi Gupta is an experienced educator having over 2 decades of teaching experience at University of Delhi, India. She is currently working as a Full Professor at Shaheed Bhagat Singh College, University of Delhi. 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 marketing. 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. Additionally, she has completed "Nurturing Future Leadership Program" from Indian Institute of Management, Indore (IIM Indore).</p> <p>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</p>						

have won the **Best Paper Awards** at some renowned conferences. Her research interests include digital marketing, consumer behaviour and advertising. She has publications in ABDC, Emerald, Elsevier and Scopus indexed journals including **Journal of Cleaner Production (ABDC-A), Marketing Intelligence and Planning (ABDC-A), International Journal of Information Management Data Insights (Q1), Information and Learning Sciences (Q1)**, and many more. 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 **WHO COVID-19 repository**, along with two other Scopus indexed papers.

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. She was also a **Visiting Professor at Victoria University Business School, Melbourne** for a three week period in June, 2025 and her work there was centered on research discussions, collaborations, projects and workshops.

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.**

Prof. Gupta is an **Associate Editor (Marketing Area)** in the Editorial Team of **Brazilian Administration Review Journal (Scopus Indexed, h-index-21)**. She is also a **Special Issue Editor for The Journal of Contemporary Administration (RAC - Brazil)**, Title of Special Issue - “Use of Artificial Intelligence in Management Research Methods” (2024-25).

She has 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; Athens Journal of Business and Economics, Greece, and Journal of Business Studies, published by Shaheed Bhagat Singh College, University of Delhi. 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 revised version in 2024) and designed as per the NEP guidelines for university courses. She has also **co-developed an online course entitled “Essentials of International Marketing” for IIM, Bangalore** (Indian Institute of Management, Bangalore), which is available on **SWAYAM** portal. 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

Principles of Marketing, Advertising

Research Guidance

PhD scholars

Under Supervision	Submitted	Awarded
3	0	0

M.Phil Scholars

Under Supervision	Submitted	Awarded
0	0	1

M.A. Dissertations

Under Supervision	Awarded
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Publications Profile	
<p>Last 5 publications – <i>Research Papers</i></p> <ol style="list-style-type: none"> <p>1. Micro-celebrities’ interactive impact on brand attitude and purchase intentions (2025)</p> <p>Journal: Marketing Intelligence and Planning (<i>ABDC-A, ABS-1, Impact Factor-5.27, Scopus Indexed</i>)</p> <p>DOI:https://www.emerald.com/insight/content/doi/10.1108/mip-08-2023-0435/full/html?skipTracking=true</p> <p>2. Time for sustainable marketing to build a green conscience in consumers: Evidence from a hybrid review (2024)</p> <p>Journal: Journal of Cleaner Production (<i>Elsevier, ABDC-A, ABS-2, Impact Factor-11.1, Cite Score-18.5, Scopus-indexed, Q1 journal</i>), Volume 443, 1 March 2024, 141188</p> <p>DOI: https://doi.org/10.1016/j.jclepro.2024.141188</p> <p>3. Adoption and impacts of generative artificial intelligence: Theoretical underpinnings and research agenda (2024)</p> <p>Journal: International Journal of Information Management Data Insights</p> <p>(<i>Scopus indexed, Q1 journal, Scopus Cite Score = 18.7</i>) Volume 4, Issue 1, April 2024, 100232</p> <p>DOI: https://www.sciencedirect.com/science/article/pii/S2667096824000211</p> <p>4. The beginning of ChatGPT – a systematic and bibliometric review of the literature (2023)</p> <p>Journal: Information and Learning Sciences (<i>Emerald, Scopus, Impact Factor – 3.4, Q1-Education, Library and Information Sciences, and Computer Science Applications, Cite Score-9.2</i>), (Published in November 2023, Vol. ahead-of-print No. ahead-of-print)</p> <p>DOI: https://www.emerald.com/insight/content/doi/10.1108/ILS-04-2023-0035/full/html?skipTracking=true</p> <p>5. How Social Media Influencers Impact Consumer Behaviour? Systematic Literature</p> 	

Review (2024)

Journal: Vision: The Journal of Business Perspective – Journal of MDI, Gurgaon (*Sage Journal, ABDC, Scopus Indexed, UGC-Care Group II, Impact Factor – 2.8*), published online in April, 2024

DOI: <https://doi.org/10.1177/09722629241237394>

Awards and Distinctions

- **Visiting Professor at Victoria University Business School, Melbourne, Australia** from 10th June, 2025 to 1st July, 2025 – centered around research discussions, project work, research guidance and conducting workshops (**research workshop** conducted for early and mid-stage researchers of Victoria University, Melbourne on the topic –“Crafting a Manuscript for Top Journals”)
- **Affiliated with Victoria University, Melbourne as a Research Supervisor** since May, 2023
- **Associate Editor** (Marketing Area) in the Editorial Team of **Brazilian Administration Review Journal** (Scopus Indexed, h-index-21)
<https://bar.anpad.org.br/index.php/bar/editorialTeam> (since September, 2024)
- **Special Issue Editor – The Journal of Contemporary Administration (RAC - Brazil)**, Title of Special Issue - “Use of Artificial Intelligence in Management Research Methods” (2024-25)
<https://zenodo.org/records/10790718>
- 3 Research papers listed in **World Health Organisation’s (WHO) COVID-19 repository**
- **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.
- **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.
- **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.
- **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**.
- 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**.

Additionally,

- **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.
- **Resource Person for FDP** organised by **Sri Sri University, India** to conduct a session on “Designing cutting-edge marketing strategies with digital technologies” as a part of the **Faculty Development Program - Shiksha 3.0** on 26th June, 2024
- **Session Chair** for ‘Responsible Management’ Track (on 17th October, 2024) at an **international conference organised by FIIB** (Fortune Institute of International Business)
- **Resource Person for FDP** organised by **Sri Sri University, India** to conduct a session on “Designing cutting-edge marketing strategies with digital technologies” as a part of the **Faculty Development Program - Shiksha 4.0** on 17th July, 2025
- **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**.