




Faculty Details proforma for DU Web-site

Title	Dr.	First Name	Garima	Last Name	Gupta	Photograph
Designation		Associate Professor (Marketing)				
Address		Faculty of Management Studies University of Delhi Delhi-110007				
Phone No	Office	27666382-88				
	Residence	011-40105330				
	Mobile	9868036298				
Email	Web-Page	garimagupta@fms.edu				
Educational Qualifications						
Degree		Institution			Year	
Ph.D.		Department of Commerce, Delhi School of Economics, DU			2005-06	
M.Phil.		Department of Commerce, Delhi School of Economics, DU			2002-03	
PG		Department of Commerce, Delhi School of Economics, DU			2000	
UG		Kamala Nehru College, University of Delhi			1998	
Any other qualification						
Career Profile						
<p>Holds teaching experience of around 17 years and has contributed articles in Journals of repute including Vikalpa, Vision, Indore Management Journal, Journal of Asia Business Studies, Envision, Synergy, MAIMS Journal of Management, Asia Pacific Marketing Review etc. She has also presented papers in national/ international conferences.</p>						
Administrative Assignments						
<p>Coordinator of MBA(EXE) program and Member of –</p> <ol style="list-style-type: none"> 1. Courses Committee 2. Admission Committee 3. DRC and Board of Research Studies 4. NAAC 5. Moderation Committe 6. Stock Verification 						
Areas of Interest / Specialization						
Marketing Management, Marketing Communication, Marketing of Services, Retailing Management						

Subjects Taught
Marketing Management, Sales Promotion Management, Advertising Management, Retailing
Research Guidance (2017-18)
<ul style="list-style-type: none"> • Two doctoral students were awarded PhD Thesis during the year • Currently guiding 05 doctoral students • Guided 06 projects for MBA (FT) program 2017-18
Publications Profile
Total Publications/Academic Paper/ Research Papers/ Conference Proceedings: 25
Publications during 2017-18:
<ul style="list-style-type: none"> • Gupta, G. and Nagpal, S. (2017), 'User Generated Communication: Understanding the Content Factors, Motivation to Share and Purchase Intentions of Travel Consumers', <i>JIMQUEST Journal of Management and Technology</i> (ISSN: 0975-6280), Vol. 13, No.1 (Jan-June), pp. 90-98. • Gupta, G. and Verma, A. (2017), 'Foreign Brand Names as Predictor of Consumers' Purchase Decisions', <i>International Journal of Management Research</i> (www.apeejay.edu/asm/ijmr), Vol.8,No.1(June), pp. 19-25. http://apeejay.edu/asm/ijmr/Current_Issues/vol-8-no-1/garima-gupta-aastha-verma.pdf. • Verma, A. and Gupta, G. (2017), 'Consumers' Response to Foreign Brands: Strategic Implications from Qualitative Perspective', <i>Amity Journal of Marketing</i>, Vol. 2, No. 2 (June-December).
Conference Organization/ Presentations (2017-18)
Conference Organization:
<ul style="list-style-type: none"> • Organized (as Convener) a one-day Workshop on 'Unfolding Goods and Services Tax' on 9th September, 2017 at Faculty of Management Studies, University of Delhi. • Organized (as Convener) a talk on 'Cyber Crimes and Security' on 24th November, 2017 at Faculty of Management Studies, University of Delhi. • Organizing (as Convener) a one-day National Conference of FMS on 'Rethinking Management Education in Digital Age' on 10th February, 2018 at Conference Centre, North Campus.

Presentations:

- Gupta, G. (2017), 'Naming Products: Foreign or Local Branding', *Conference on International Business, Emerging Trends, Opportunity and Challenges*, 28th April, Apeejay School of Management, New Delhi.
- Gupta, G. and Agarwal, S. (2017), 'Winning Back Complainants: An Empirical Assessment of Key Determinants', *National Seminar on Contemporary Strategies for Sustainable Development: Marketing and HR*, 10th November, Deen Dayal Upadhyay College, University of Delhi.
- Agarwal, S. and Gupta, G. (2018), 'Nurturing Relationship through Complaint Handling: What all does it takes?', Paper accepted for presentation in the 6th Annual International Commerce Conference on 'Digital Outreach and Future of Marketing Practices', 11-12th January, 2018, New Delhi.

Research Projects (Major Grants/Research Collaboration)

Awards and Distinctions

Association With Professional Bodies

Other Activities (2016-17)

- Delivered a lecture on 'Advertising and Research' as a Resource Person in FDP organized by Shyam Lal College (Eve), University of Delhi, 25th August, 2017.
- Delivered a lecture on 'Business in the Era of Digital Disruption' as a Key Note Speaker in Commerce Festival BIZFESH, organized by Kalindi College, University of Delhi, 27th March, 2018.