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| <b>NAME : Dr. Neelam Gupta</b> |                                          |                                                                                     |
| <b>Designation</b>             | Assistant Professor                      |  |
| <b>Qualification</b>           | PhD (Management), MMS (Marketing), BCom. |                                                                                     |
| <b>Area of Interest</b>        | Marketing Management, Consumer Behaviour |                                                                                     |
| <b>Email</b>                   | neelamgupta@vivaimr.org                  |                                                                                     |
| <b>D.O.J.</b>                  | 02/01/2026                               |                                                                                     |

#### Faculty Profile

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| <b>Faculty Name</b>                                                                                        | <b>Dr. Neelam Gupta</b>                                                                                                                                                                                                                                                                                                                        |
| <b>Designation</b>                                                                                         | Assistant Professor                                                                                                                                                                                                                                                                                                                            |
| <b>Qualification</b>                                                                                       | PhD (Management), MMS (Marketing), BCom                                                                                                                                                                                                                                                                                                        |
| <b>Email</b>                                                                                               | neelamgupta@vivaimr.org                                                                                                                                                                                                                                                                                                                        |
| <b>Area of Interest</b>                                                                                    | Marketing Management, Consumer Behaviour                                                                                                                                                                                                                                                                                                       |
| <b>Work Experience (Total)</b>                                                                             |                                                                                                                                                                                                                                                                                                                                                |
| • Teaching                                                                                                 | <b>7 years</b>                                                                                                                                                                                                                                                                                                                                 |
| • Research                                                                                                 | <b>5 years</b>                                                                                                                                                                                                                                                                                                                                 |
| • Industry                                                                                                 | <b>3 years</b>                                                                                                                                                                                                                                                                                                                                 |
| • Others                                                                                                   | -                                                                                                                                                                                                                                                                                                                                              |
| <b>Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level</b> | International Marketing, Logistics and SCM, Strategic Management, Business Ethics & Corporate Social Responsibility, Organisational Development, Consumer Behaviour, Advertising, Organizational Behaviour & HRM, Retail Management                                                                                                            |
| <b>Membership of Professional Bodies</b>                                                                   | <b>No</b>                                                                                                                                                                                                                                                                                                                                      |
| <b>Research Publications</b>                                                                               |                                                                                                                                                                                                                                                                                                                                                |
| • Research Papers UGC-CARE                                                                                 | <p>1. <i>Impact of Sponsorship Advertising During Ganesh Utsav: A Case Study of Lalbaugcha Raja</i>, Accent Journal of Economics Ecology &amp; Engineering (AJEEE), ISSN: 2456-1037.</p> <p>2. <i>A Study of Consumer Behaviour in Apparel Industry During COVID</i>, Accent Journal of Economics Ecology &amp; Engineering (AJEEE), ISSN:</p> |

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|                                | 2456-1037.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| • Research Papers SCOPUS       | 0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| • Research Papers WoS/SCI/ABDC | 0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| • List of Publications         | <ul style="list-style-type: none"> <li>• Impact of Sponsorship Advertising During Ganesh Utsav: A Case Study of Lalbaugcha Raja, <i>Accent Journal of Economics Ecology &amp; Engineering (AJEEE)</i>, ISSN: 2456-1037.</li> <li>• Rise in Negative Marketing, <i>Vishwanath Summit – Recent Trends in Commerce, Management, IT and Mass Media</i>, University of Mumbai, ISBN: 978-81-971970-9-3, pp. 71–87.</li> <li>• Impact of Artificial Intelligence on Education, <i>Ajanta Journal</i>, Vol. XIII, Issue IV (Oct–Dec 2024), ISSN: 2277-5730, Impact Factor: 7.428, pp. 30–38.</li> <li>• A Study of Human Perception Towards AI, <i>International Journal of Advance and Innovative Research</i>, Vol. 11, Issue 1 (Jan–Mar 2024).</li> <li>• Scope of Marketing in Mumbai’s Local Train, <i>JJTU Journal of Spark</i>, Vol. 11, Issue 2, ISSN: 2277-4866, pp. 130–137.</li> <li>• An Extensive Study of Consumer Behaviour in the Apparel Industry Post COVID-19 Pandemic, <i>JJTU Journal of Spark</i>, Vol. 11, Special Issue, ISSN: 2277-4866, pp. 188–192.</li> <li>• A Comparative Study of Traditional Shopping and Online Shopping, <i>SFIMAR Research Review</i>, Vol. 18, Issue 1, ISSN: 0975-895X, E-ISSN: 2581-7450.</li> <li>• Beyond the Downloads: Exploring the True Favorites – Top 5 Used Apps Revealed, <i>SFIMAR Research Review</i>, Vol. 18, Issue 1, ISSN: 0975-895X, E-ISSN: 2581-7450.</li> <li>• A Study of Consumer Behaviour in Apparel Industry During COVID, <i>Accent Journal of Economics Ecology &amp; Engineering (AJEEE)</i>, ISSN: 2456-1037.</li> <li>• Rise in Negative Marketing, <i>Vishwanath Summit – Recent Trends in Commerce, Management, IT and Mass Media</i>, ISBN: 978-81-971970-9-3.</li> </ul> |

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| <b>Book and Chapter Publications</b>                   |                                                                                                                                                                                                                                                                                     |
| • Books Authored published by International Publishers | <b>0</b>                                                                                                                                                                                                                                                                            |
| • Books Authored published by National Publishers      | <b>0</b>                                                                                                                                                                                                                                                                            |
| • Publication of Chapter in Edited Books               | <i>Impact of Social Media on Mental Health and Well-Being: A Comprehensive Study on Effects of Social Media</i> , in <b>Multifaceted Impact of Social Media on Students Development</b> , Volume-I, Academic Decipher Press, Mumbai, ISBN: 978-81-985004-7-2, pp. 88–102, Apr 2025. |
| • Editor of Book by International Publishers           | <b>0</b>                                                                                                                                                                                                                                                                            |
| • Editor of Book by National Publishers                | <b>0</b>                                                                                                                                                                                                                                                                            |
| • Translation Work of Book                             | <b>0</b>                                                                                                                                                                                                                                                                            |
| • List of Book and Chapter Publications                | <b>0</b>                                                                                                                                                                                                                                                                            |
| <b>Patents</b>                                         | <b>0</b>                                                                                                                                                                                                                                                                            |
| • Published                                            |                                                                                                                                                                                                                                                                                     |
| • List of published patent(s)                          |                                                                                                                                                                                                                                                                                     |
| • Filed                                                |                                                                                                                                                                                                                                                                                     |
| • List of filed patent(s)                              |                                                                                                                                                                                                                                                                                     |
| <b>PhD Guidance</b>                                    |                                                                                                                                                                                                                                                                                     |
| • Degree Awarded                                       | <b>Yes</b>                                                                                                                                                                                                                                                                          |
| • Thesis Submitted                                     | -                                                                                                                                                                                                                                                                                   |
| <b>M.Tech. Guidance</b>                                | -                                                                                                                                                                                                                                                                                   |
| • Degree Awarded                                       |                                                                                                                                                                                                                                                                                     |
| • Thesis Submitted                                     |                                                                                                                                                                                                                                                                                     |
| <b>Research Project</b>                                | -                                                                                                                                                                                                                                                                                   |
| • List of Research project                             |                                                                                                                                                                                                                                                                                     |
| <b>Consultancy</b>                                     | -                                                                                                                                                                                                                                                                                   |
| • List of Consultancy                                  |                                                                                                                                                                                                                                                                                     |
| <b>Awards &amp; Honours</b>                            |                                                                                                                                                                                                                                                                                     |
| • List of Awards & Honours                             | • Invited as a <b>Judge for Brand-o-pedia</b> and <b>Guest Speaker</b> for a session on <i>Service Marketing</i> at N. L. Dalmia College for Arts, Science and Commerce (2023–2024).                                                                                                |

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|                                                                                                          | <ul style="list-style-type: none"> <li>Invited as <b>External Examiner for Viva Voce</b> at Royal College of Arts, Science and Commerce (2024–2025).</li> <li>Appointed as <b>Moderator for Marketing Subjects</b> at Usha Pravin Gandhi College of Arts, Science and Commerce (2024–2025).</li> <li><b>Recognized for motivating student participation</b> in “<i>Prabodh</i>” – <i>International Day Against Drug Abuse</i> by MBVV Police Commissionerate (2023–2024 &amp; 2024–2025).</li> <li><b>Appreciated for guiding students</b> to the <b>National Level Article Presentation Competition</b> by Academic Decipher, Mumbai and St. Paul Institute of Communication Education for Women (2024–2025).</li> <li><b>Educators Pinnacle Award 2025 – Best Teacher</b>, organized by Aaradhya – <i>Ek Ehsaas Foundation</i>, Meerut (2025).</li> <li><b>Certificate of Appreciation</b> for participation in “<i>Unleash Your Inner Spark: Talent Hunt for Faculties</i>” organized by the <b>Internal Quality Assurance Cell (IQAC)</b>, Tilak Education Society’s <b>J. K. College of Science and Commerce (Autonomous)</b>, Navi Mumbai (NAAC Accredited B++ Grade), held from <b>5th September to 15th September 2025</b>.</li> </ul> |
| Invited lectures / Resource Person/ paper presentation in Seminars/ Conferences/full paper in Conference |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>International (Abroad)</li> </ul>                                 | Nil                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>International (Within Country) (8)</li> </ul>                     | <ul style="list-style-type: none"> <li>Impact of Sponsorship Advertising During Ganesh Utsav: A Case Study of Lalbaugcha Raja, <i>Accent Journal of Economics Ecology &amp; Engineering (AJEEE)</i>, ISSN: 2456-1037.</li> <li>Impact of Artificial Intelligence on Education, <i>Ajanta Journal</i>, Vol. XIII, Issue IV (Oct–Dec 2024), ISSN: 2277-5730.</li> <li>A Study of Human Perception Towards AI, <i>International Journal of Advance and Innovative Research</i>, Vol. 11, Issue 1 (Jan–Mar 2024).</li> <li>Scope of Marketing in Mumbai’s Local Train, <i>JJTU Journal of Spark</i>, Vol. 11, Issue 2,</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

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|                                                                                                    | <p>ISSN: 2277-4866.</p> <ul style="list-style-type: none"> <li>• An Extensive Study of Consumer Behaviour in the Apparel Industry Post COVID-19 Pandemic, <i>JJTU Journal of Spark</i>, Vol. 11, Special Issue, ISSN: 2277-4866.</li> <li>• A Comparative Study of Traditional Shopping and Online Shopping, <i>SFIMAR Research Review</i>, Vol. 18, Issue 1, ISSN: 0975-895X, E-ISSN: 2581-7450.</li> <li>• Beyond the Downloads: Exploring the True Favorites – Top 5 Used Apps Revealed, <i>SFIMAR Research Review</i>, Vol. 18, Issue 1, ISSN: 0975-895X, E-ISSN: 2581-7450.</li> <li>• A Study of Consumer Behaviour in Apparel Industry During COVID, <i>Accent Journal of Economics Ecology &amp; Engineering (AJEEE)</i>, ISSN: 2456-1037.</li> </ul> |
| <ul style="list-style-type: none"> <li>• National (2)</li> </ul>                                   | <ul style="list-style-type: none"> <li>• Rise in Negative Marketing, <i>Vishwanath Summit – Recent Trends in Commerce, Management, IT and Mass Media</i>, University of Mumbai's Vijayalakshmi Vishwanath Dalvie College, ISBN: 978-81-971970-9-3, pp. 71–87.</li> <li>• Impact of Social Media on Mental Health and Well-Being: A Comprehensive Study on Effects of Social Media, in <i>Multifaceted Impact of Social Media on Students Development</i>, Volume-I, Academic Decipher Press, Mumbai, ISBN: 978-81-985004-7-2.</li> </ul>                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>• List of published papers</li> </ul>                       | <b>10 (Refer above provided list)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Organizing National Conference/ International Conference/ FDP/STTP</b>                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>• List of Conference/FDP/STTP committee</li> </ul>          | Worked as a <b>Committee Member</b> in academic and administrative committees for Conferences and Faculty Development Program (FDP) at the institutional level.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Social Contributions and Sports</b>                                                             | Academic mentoring, student motivation, research guidance, and active participation in institutional development initiatives (details below).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>• <b>List of Social Contributions and Sports</b></li> </ul> | <ul style="list-style-type: none"> <li>• Played a pivotal role in motivating and guiding students to actively participate in “<b>Prabodh</b>”, an intercollegiate fest organized by MBVV, where students won multiple prizes</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

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|  | <p>and brought recognition to the institution across the Mira–Bhayander region.</p> <ul style="list-style-type: none"><li>• Consistently encouraged and mentored students to <b>write and present research papers</b> at national and international conferences, contributing to their academic growth and exposure to scholarly platforms.</li><li>• Received appreciation for <b>exemplary guidance and mentorship</b> in student research paper development and presentations, fostering a strong research culture among learners.</li></ul> |
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