

FACULTY PROFILE



1. **Name:** Dr. Sunny Gupta

2. **Designation:** Assistant Professor, Faculty of SRM IST Modinagar

3. Professional Qualification:

- Ph.D, 2024, Chaudhary Charan Singh University, Meerut
- M.Com. 2023, Swami Vivekanand Subharti University, Meerut.
- M.B.A. (Telecom & Marketing), 2009, Amity University, Noida.
- B.Tech .(Electronics and Communication),2007, Uttar Pradesh Technical University, Lucknow

4. Certifications

- Certified by Google for Successful Completion of The Fundamentals of Digital Marketing Course.
- Certified by Microsoft for Successful Completion of Introduction to content writing for Business websites Course.
- Certified by Amity Institute of English And Business Communication for Successful Completion of English and Communication Skills Course.
- Certified by Amity Institute of Psychology and Allied Sciences for Successful Completion of Behavioural Science Course covering: Self management skills, Emotional Competence, Positive Attitude, Communication Competence, Team Spirit, Conflict Management Skills.
- Certified by NIIT, Meerut for successful completion of C and C++ Programming Language Course.

5. Brief Profile

Dr. Sunny Gupta is an academic professional with 16 years of combined academic and corporate experience, specializing in marketing, digital business, consumer behaviour, and ethical issues in the banking sector. His research interests include digital payments, business ethics, FDI in retail, entrepreneurship, and technology-driven developments in education. He has presented papers at reputed national and international conferences organized by KIET Ghaziabad, MIT Moradabad, Jain University, and others. He has completed multiple FDPs and holds certifications in R, digital marketing, behavioural science, communication skills, and French language. A member of IEEE and IFERP, he has also qualified UGC-NET (Management).

6. Academic Research:

Books:

- Advertising management (Thakur Publication, 2023)

Publications:

- Digital Footprints and Personalized Advertising: How Consumer Informatics Shapes Buying Intentions. *Advances in Consumer Research*, Vol. 2, Issue 4, 2025. ISSN (Print): 0098-9258, ISSN (Online): 3079-1766.

Patents

- **Registered Design (No. 468265-001)** - Economical and Transactional Risk Management Device, granted under the Registered Designs Act, 2000 and design rules, 2001 (Sept 2025); Class 14-02.

- **Registered Design (No. 6425331)** - Interactive Digital Marketing Display for Financial Products, granted under the Registered Designs Act, 1949 (Feb 2025); IDC Version 15-2025, Class 14-02.

FDP/Conference:

- Attended 6 days International FDP(July,2025) on Advanced Research Methodology organized by ABES Business School, Ghaziabad in collaboration with Skyline University Sharjah,UAE.
- Attended 3 days AICTE approved FDP(March,2025) on the theme "Inculcating Universal Human Values in Technical Education" at SRMIST,Ghaziabad.