

FACULTY PROFILE



Name: Dr. Manali Gupta Bhardwaj

Designation: Assistant Professor, FMS, SRM-IST Delhi NCR Campus

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Professional Qualification:

- **Ph.D.** (March 2022) on topic “A Study of Consumers’ Behavioral Intention to adopt Wearable Smartwatches in India” from University School of Management Studies (Guru Gobind Singh Indraprastha University, Delhi).
- **UGC NET – JRF** (May 2017) Cleared NET-JRF in Commerce with 74.86% (All India Rank: 3)
- **M.Com.** (2015-17) Delhi School of Economics (University of Delhi) with 80.90%
- **B.Com. (Hons.)**(2012-15) Daulat Ram College (University of Delhi) with 88.14%
- Class XII (Commerce)(2011-12)CBSE with 95.75%
- Class X (2009-10)CBSE with CGPA 9.6

Publications (Journals & Conferences):

- **Research Papers Published:**
- Kumar, A., Sikdar, P., Gupta, M., Singh, P., & Sinha, N. (2022). Drivers of satisfaction and usage continuance in e-grocery retailing: a collaborative design supported perspective. *Journal of Research in Interactive Marketing* (ABDC: B, Scopus and Web of Science indexed)
- Gupta, M., & Sinha, N. (2022). Wearable Technology and Women Empowerment in Technology Industry: An inductive-thematic analysis. *Journal of Information Technology Research*, 15(3).(Web of Science Indexed)
- Singh, P., Sinha, N., & Gupta, M. (2021). Popularity of Facebook hotel brand-page posts among consumers: a study of top ten international and domestic hospitality brands in India. *International Journal of Business and Globalization* (Scopus Indexed)
- Gupta, M., Sinha, N., Singh, P., & LiébanaCabanillas, F. (2021). Instagram Advertising among Young Consumers in Wearable Fitness Trackers: The Moderating

Role of Technology Acceptance Factors. *Journal of Global Marketing*. (ABDC:B, Scopus and Web of Science Indexed)

- Singh, P., Gupta, M., Kumar, A., Sikdar, P., & Sinha, N. (2021). E-Grocery retailing mobile application: Discerning determinants of repatronage intentions in an emerging economy. *International Journal of Human-Computer Interaction*. (ABDC:B, Scopus and Web of Science Indexed)
- Gupta, D., Sharma, H., & Gupta, M. (2021). Doping as a barrier in universal acceptance of esports. *International Journal of Sports Marketing and Sponsorship* (ABDC: B, Scopus and Web of Science indexed)
- Sinha, N., Singh, P., Gupta, M., & Singh, P. (2020). Robotics at workplace: An integrated Twitter analytics – SEM based approach for behavioral intention to accept. *International Journal of Information Management*, 55 (102210). (Scopus, Web of Science, ABDC: A*, Impact Factor: 8.210)
- Gupta, M., Sinha, N., Singh, P., & Chuah, S. (2020). Gender differences in the perceptions of wearable device value and advertising value: Smartwatches vs. fitness trackers. *International Journal of Technology Marketing*, 14(2), 199-225. (Scopus Indexed, ABDC: C)
- Sinha, N., & Gupta, M. (2019). Taxonomy of Wearable Devices: A Systematic Review of Literature. *International Journal of Technology Diffusion (IJTD)*, 10(2), 1-17.

➤ **Book Chapters Published:**

- Gupta M., & Thakran, B. (2017). Financial Inclusion in India: A Comprehensive Analysis of Government and Banks Initiatives. In Dangi, H. K., & Malik, A., *Business Research Cases* (pp. 48-68). India: Index International (Paperback ISBN: 978-81-936185-0-9)

➤ **Papers Presented/ Proceedings Published at National/ International Conferences:**

- Gupta M. and Sinha N. (2021). Effectiveness of SNS advertising in promoting wearable fitness devices. 26 March 2021 International E-Conference on Managing in the Digital Age, USMS, GGSIPU, Delhi
- Sinha N., Gupta M. and Singh P. (2020). A study on m-learning adoption among students in rural India. 3-4 January 2020 Future of Learning 2020 Conference, IIM Bangalore
- Singh P., Gupta M., Kumar A., Sikdar P. and Sinha N. (2020). E-Grocery retailing mobile application: Discerning determinants of repatronage intentions in an emerging economy. 2-4 January 2020 Sixth Biennial Conference of the Indian Academy of Management, IIM Tiruchirappalli

- Sinha N., Gupta M. and Singh P. (2019). Cow welfare and CSR practices in India. 17-18 December 2018 5th International Management Conference (IMC5), Fortune Institute of International Business (FIIB), Delhi
- Sinha N., Gupta M. and Singh P. (2019). A study on online involvement of consumers with hotel brands on Facebook in India. 12-14 December 2019 7th PAN IIM World Management Conference, IIM Rohtak
- Sinha N., Singh P. and Gupta M. (2019). Influence of Facebook brand-page posts on online engagement: A study of selected hospitality brands in India. 26-28 July 2019 IIMI-NASMEI Summer Marketing-IS Conference, IIM Indore
- Sinha N. and Gupta M. (2018). Smartwatches or Fitness Trackers: A study of Gender Differences in Preferences and Adoption of Wearable Devices in India. 30-2 December 2018 PAN IIT Management Conference, IIT Roorkee
- Sinha N. and Gupta M. (2018). Exploring the attributes of lifestyle wearable devices for enhanced adoption. 12-13 October 2018 The 13th MAC International Conference, Czech Technical University Prague, Czech Republic
- Sinha N. and Gupta M. (2018). Adoption of Wearable Devices: A Theoretical Review. 16 march 2018 International Conference on Business Research and Policy (ICBRP), Chandragupta Institute of Management, Bihar

Awards and Achievements: N/A

Workshops/Seminars/FDPs

- One week E-FDP on Beyond the Boundaries: Re-inventing the Higher Education Paradigm from March 8-12, 2021 organized by University School of Management Studies, GGS Indraprastha University
- Completed Coursera Certificate Course on Summary Statistics in Public Health authorized by Johns Hopkins University on December 1, 2020.
- One week AICTE-ATAL E-FDP on Digital Marketing from October 10-14, 2020 organized by Gayatri Vidya Parishad College for Degree and PG Courses
- 2 Days Workshop on Python for Data Science-Online Module for Business Statistics from June 17-18, 2020 organized by Data Advancer Labs, Hyderabad
- One week E-FDP on Advanced Research Methods from June 8-12, 2020 organized by J C Bose University of Science and Technology, YMCA.
- One-week online workshop on SEM-PLS Analysis using SMART PLS from May 25-30, 2020 organized by Research Shiksha.
- One week E-FDP on Global Economy in Covid-19: Opportunities and Challenges from May 11-15, 2020 organized by University School of Management Studies, GGS Indraprastha University
- Completed the SWAYAM ARPIT Course for CAS on Refresher Course in Commerce on February 16, 2020 organized by Sri Ram College of Commerce, University of Delhi
- One week FDP on Advanced Research Methods and Techniques from July 8- 13, 2019 organized by New Delhi Institute of Management

- 5 Days Workshop on Research Methodology Workshop using Qualitative Analysis from May 26-30, 2019 organized by University of Petroleum and Energy Studies, Dehradun
- 3 Days MDP on Data Analysis using R from December 17-19, 2018 organized by RDIAS, Delhi.

Work Experience: First Job at SRM

Professional Memberships: N/A