

FACULTY PROFILE



Name: Dr. Sunny Gupta

Designation: Assistant Professor

E_Mail: sunnyg@srmist.edu.in

Professional Qualification:

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

Publications (Journals):

*** Consumers Perception Towards Unified Payments Interface (12/2021)**

JAC : A Journal Of Composition Theory, Dec 2021, Volume XIV, Issue XII, Page No. 9-19(ISSN NO: 0731-6755)

*** The Impact of Unified Payment Interface on Customer Satisfaction and to identify the Preference of Customers towards it's Usage (12/2021)**

Compliance Engineering Journal, Dec 2021, Volume 12, Issue 12, Page No. 19-30(ISSN NO: 0898-3577)

*** Factors Affecting Customers' Usage of Cashless Payment System (UPI) In India (08/2021)**

The International journal of analytical and experimental modal analysis, Aug 2021, Volume XIII, Issue VIII, Page No. 1989-2004(ISSN NO: 0886-9367)

*** UPI - An Innovative Step for Making Digital Payment Effective and Consumer Perception on Unified Payment Interface (01/2020)**

The International journal of analytical and experimental modal analysis, Jan 2020, Volume XII, Issue I, Page No. 2482-2491(ISSN NO: 0886-9367)

***Globalization: Positive and Negative Impact on Indian Economy (04/2019)**

International Journal of Research in Engineering, IT and Social Sciences, April 2019, Volume 9, Special Issue, Page 342-354 (ISSN 2250-0588), 4th International Conference On Recent Trends in Humanities, Technology, Management & Social Development (RTHTMS 2K19); KIET School Of Management, Ghaziabad, UP, India

***The role of Business Ethics and Ethical Issues of Marketing in Banking Industry in India (11/2018)**

International Journal of Research in Engineering, IT and Social Sciences, November-2018, Volume 8- Number-Special, Page 551-562 (ISSN 2250-0588) ,Special Issue for International Conference on Emerging Role of Leadership, Values and Ethics in Organisational Development, KIET School of Management, KIET Group of Institutions, Ghaziabad, UP, India

***ICT Innovation in Indian Banking Industry: Opportunities and Challenges (08/2018)**

International Journal of Engineering Research & Management Technology, August-2018 Volume 5, Issue-4, Page 32-43 (ISSN: 2348-4039)

***Digital India – The Right Move To Innovate And Transform India Digitally (04/2018)**

International Journal of Education and Science Research Review, April-2018 Volume 5, Issue-2, Page 06-16 (ISSN: 2348-6457)

***Measuring & Mapping The Changing Indian Consumer Behavior: Drivers Of Change For The Marketers (08/2017)**

International Journal of Education and Science Research Review, August-2017 Volume 4, Issue-4, Page 22-31 (ISSN: 2348-6457)

***Role of E-Commerce in Marketing Communication (01/2017)**

International Journal of Engineering Research & Management Technology, January-2017 Volume 4, Issue-1, Page 100-110 (ISSN: 2348-4039)

***Cost and Benefit Analysis of Foreign Collaborated Projects in Energy Sector for India (11/2014)**

International Journal of Engineering Research & Management Technology, November- 2014 Volume 1, Issue-6, Page 25-35 (ISSN: 2348-4039)

SEMINARS & CONFERENCE:

***UPI - An Innovative Step For Making Digital Payment Effective And Consumer Perception On Unified Payment Interface (02/2020)**

Presented a paper in 5th International conference on “Recent trends in Humanities, Technology, Management & Social Development” organized by KIET Group of Institutions , Ghaziabad

***The Role of business ethics and ethical issues of marketing in banking industry in india**

Presented a paper in 3rd International conference on “Emerging Role of Leadership, Values and Ethics in Organisational Development” organized by KIET Group of Institutions , Ghaziabad

***FDI in Indian Retail sector : analysis of competition in Agri food Sector (01/2014)**

Presented a paper in National Seminar on “Economic Up gradation :Environment Degradation” organized by Omkara Institute of Management & Technology ,Rishikesh

***Women Entrepreneurship in India-Issues and Challenges (04/2013)**

Participated in International Conference on “Entrepreneurship & New Venture in Emerging Economies ” Strategies for sustainable competitive advantage organized by MIT College of Management, Moradabad.

***Economic Reforms and Infrastructure spending (03/2013)**

Presented a paper in National Seminar on “New wave of Economic Reforms : Opportunities and challenges for Business” organized by IIMT Management College ,Meerut

***Cloud computing Issues, Research and Implementations (11/2012)**

Participated in International Conference on “Business Innovation Through IT” Cloud Computing Issues, Research and Implementations organized by College of Applied Education & Health Sciences, Meerut.

***Choice of analog to digital converters (08/2011)**

Presented a paper in National Seminar on “Bio-Fuels & Other Alternate Sources of Energy: New Trends” organized by IIMT Engineering College, Meerut

CERTIFICATES

***NET(Management) (2013)**

Certified by UGC for successfully Qualifying Management National Eligibility Test.

***Digital Marketing Course (2018)**

Certified by Google for Successful Completion of The Fundamentals of Digital Marketing Course.

***Content writing (2018)**

Certified by Microsoft for Successful Completion of Introduction to content writing for Business websites Course.

***English and Communication Skills (2009)**

Certified by Amity Institute of English And Business Communication for Successful Completion of English and Communication Skills Course.

***Behavioural Science (2009)**

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.

***French Language Course (2009)**

Certified by Amity Institute for Foreign Language for acquiring working Knowledge of French Language.

***C++ Language Course (2003)**

Certified by NIIT, Meerut for successful completion of C++ Programming Language Course.

***C language Course (2003)**

Certified by NIIT, Meerut for successful completion of C Programming Language Course.

Work Experience: 15 Years