

Name: Ms. Palak Gupta

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Specialization	IT and Business Analytics
Designation	Assistant Professor
Educational Qualification	Ph.D (Pursuing), UGC-NET, M.Sc (CS), DOEACC 'B' Level, B.Sc
Experience	Teaching : 18 Industry : 0
Research Interest	Database, Data Warehousing, Data Mining, Business Intelligence, Cloud computing, Big Data tools and applications, Digital Marketing, Analytical tools etc.
Membership of Professional / Academic Bodies	Data Science Association
Research Publications	<p>Research Publications –Total -27</p> <p><i>ABDC Listed /Scopus /Web of Science (Selected Papers)</i></p> <ul style="list-style-type: none">• Yadav, S., Gupta, P., & Sharma, A. (2021, February). An Empirical Study on Adoption of ICT Tools by Students in Higher Educational Institutions. In 2021 International Conference on Innovative Practices in Technology and Management (ICIPTM) (pp. 266-271). IEEE Explore & Scopus indexed.• Vaish, M. P.& Shrivastava, S.(2020, August). A Study on building high performance organizations through Data Mining and Business Intelligence, published in Dogo Rangsang Research Journal, UGC Care Group I Journal, Vol-07 Issue-19, pp. 95-107, ISSN: 2347-7180, Impact Factor-7.12.• Vaish, M. P., Shrivastava, S., & Sen, S. (2020, April). Business Intelligence: Escalation of Data Warehousing and Data Mining for effective Decision Making, published in International Journal of Advanced Science and Technology, Elsevier, Scopus indexed, UGC Approved Journal, Vol. 29, No. 5s, pp. 1377-1388, e-ISSN No. 2207-6360. Impact Factor: 0.13 SJR.• Vaish, M. P.& Shrivastava, S. (2019, January). Conceptual Framework on Business Intelligence and Analytics through Business Performance Management” published in Review of Research Journal, UGC Approved.• Gupta, P., Khatter, K., & Dubey, A. (2018, December). An Analytical Study of Digital Marketing Technologies in the Small Scale Companies at Delhi NCR, published in Review of Research Journal UGC Approved.• Gupta, P., & Dubey, A. (2018, February). Cloud Computing a Survey on Challenges, Issues, Platform and Application and Architecture, published in Research Directions, UGC Approved.

- Traymbak, Shruti and Sharma, Meghna and Gupta, Palak, An Empirical Study of Gender as a Moderator between the Five Personality Traits and E-Engagement among Management Teaching Faculties (December 29, 2021). Proceedings of the International Conference on Advances in Management Practices (ICAMP 2021), Available:-
SSRN: <https://ssrn.com/abstract=3996304> or <http://dx.doi.org/10.2139/ssrn.3996304>
- Gupta, Palak and Shilpi, Yadav, A TAM based study on the ICT usage by the Academicians in Higher Educational Institutions of Delhi NCR (September 4-5, 2021). Proceedings of CIS 2021, Volume 2 in SCOPUS Indexed Springer Book Series, 'Lecture Notes on Data Engineering and Communications Technologies.
- Gupta, Palak and Yadav, Shilpi, A Study on Leveraging AI for disruption in Business Processes during COVID-19 Pandemic (January 10-11, 2021). Proceedings of the 11th International E-Conference on Global Information & Business Strategies, Volume 11, pp. 50-59, ISBN: 978-81-953408-2-8.
- Book Review on "The Anatomy of Cloud Computing" published in JIMS 8M The Journal of Indian Management and Strategy, ISSN: 0973-9335, Jan-March 2020, Volume 25 Issue 1. It is **UGC approved in Web of Science**.
- Book Review on "Data Warehousing, Data Mining, & OLAP" published in JIMS 8M The Journal of Indian Management and Strategy, ISSN: 0973-9335, April-June 2019, Volume 24 Issue 2. It is **UGC approved in Web of Science**.
- Gupta, Palak and Khatter, Komal, Artificial Intelligence and Internet of Things: Potent technologies for Higher Education (September, 2019). Proceedings of the International conference on Emergence of Artificial Intelligence and Internet of Things: Challenges and Opportunities for Business, Society and Education", Excel India Publishers., ISBN 978-93-88237-82-6.
- Gupta, Palak and Dubey Akshat, Driving Growth Momentum through Sustenance: A Study of Key Sectors (February, 2019). Proceedings of the at XIV International Conference on Business Sustainability in the 21st Century: Managing People, Planet and Profit", Bloomsbury Publishing India Pvt. Ltd., ISBN 978-93-88912-91-4.
- Khatter, Komal, Gupta, Palak and Gulati, Khyati, Rise of Experiential Marketing in Consumer Durable Industry: A Case Study of LG India (January, 2019). Proceedings of the 9th National Conference on Global Information and Business Strategies", pg 48-57, Volume 9, published by Gitarattan International Business School, ISBN: 978-93-5346-477-6.

- Completed **AICTE sponsored five-day online ATAL FDP** on "Data Science: Tools & Techniques" organized by International Management Institute Bhubaneswar. Received certificate.
- Completed **AICTE sponsored 1 week STTP** on "Training to enhance Emotional Intelligence in academics to Connect with next generation students" from 19th – 24th July, 2021. Received certificate.
- Completed **AICTE sponsored five-day online ATAL FDP** on "Enriching the learning experience through experiential learning" from 12th-16th July, 2021. Received certificate.
- Completed **AICTE sponsored 1 week STTP** on "Enhancing Emotional Intelligence in Academicians to connect with Next Generation students" from 24th-29th May,

2021. Received certificate.

- Completed **AICTE sponsored 1 week STTP** on "Enhancing Emotional Intelligence in Academicians to Connect with Next Gener from 1st-6th February, 2021. Received certificate.
- Qualified **NPTEL Online Certification** (Funded by the Ministry of HRD, Govt. of India) in "Data Base Management System", Feb-Apr 2019 8 weeks Course with a consolidated **score of 88%. Placed in Topper list - Top 5% and Elite + Silver Category. It is an AICTE approved FDP Course.** Received certificate.
- Proficient in handling rankings and accreditation portals like NIRF, NAAC and NBA and has served as IQAC Coordinator.
- Proficient in handling administrative responsibilities like Program Coordinator, Website and SEO Coordinator, Business Analytics Club Head, ERP Coordinator, ISO handling and Academic Planning Committee-IT.
- Made projects for Indian Army and Air Force in Ambala Cantt and Uttar Pradesh State Industrial Development Corporation, a Public Sector Undertaking (PSU) of the Government of Uttar Pradesh.