



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Management**



Dr. Nidhi Raj Gupta

Associate Professor
Department of Professional Accounting & Finance
School of Commerce, Accounting and Finance

Areas of Specialisation:

Marketing, Consumer Behavior, Advertisement,
Promotion, Retail, AI

Dr. Nidhi Raj Gupta is an Associate Professor at Kristu Jayanti Deemed-to-be University, holding a Ph.D. in Management. With 17 years of combined corporate and academic experience, she integrates industry insight with scholarly rigor. Her doctoral research on consumer buying behaviour in the organized retail sector underpins her expertise in consumer behaviour, strategic marketing, and innovative tool development. A NET-qualified professional, She holds a U.K. Design Patent for a consumer feedback tool. She has published 9 papers in reputed journals, including Scopus Q1, ABDC, and Web of Science-listed journals, with an h-index of 1. She also served as the principal researcher on a university-funded mini-project on Financial Literacy of Low-Income Female Workers in Bengaluru. Her excellence has been recognized through multiple awards, including rank holder from the University of Pune, Best Paper Reviewer Award, Best Paper Award, Intellectual Property Right and Innovation Award, and the Research Excellence Award. Beyond research, She is an active mentor and contributes significantly to the academic community. She serves on the Board of Studies (BOS) for management subjects and is an NPTEL mentor for entrepreneurship. She has conducted numerous workshops on soft skills and design thinking, demonstrating her commitment to holistic student development and guiding doctoral research in applied management.

Selected Publications:

1. Mukthar, K. P. J., Chauhan, N., Al-Absy, M. S. M., Kumar, R. N., **Gupta, N. R.**, and Gokilavani, S. (2025). Research dynamics in AI and fintech: a bibliometric investigation using R. Discover Internet of Things, 5(1). <https://doi.org/10.1007/s43926-025-00111-x>
2. **Gupta, N. R.**, Singh, R., Chauhan, N., George, S. M., and Stephen, A. (2024). Analyzing the Continuation of Mask-Wearing in the Post-COVID Era: Investigating the Link Between Mask Usage and Self-perception, Self-esteem, and Emotional Expression in Undergraduate Students. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-70855-8_21
3. **Gupta, N. R.**, Chauhan, N., Singh, R., and Stephen, A. (2024). Building a Crypto Future in Bangalore: A Structural Equation Model of Tech-Savvy, Financial Distrust, Social Media, and Gen Z Adoption. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-71526-6_106