

Dr. Seema Gupta

**Director, Bharati Vidyapeeth Institute of Management & Research, Delhi
Bharati Vidyapeeth (Deemed to be University), Pune**

Dr. Seema Gupta is a distinguished academician, institution builder, and thought leader with a rich and diverse career spanning top-tier academic institutions, EdTech, startups, and corporate consulting. She currently serves as Director at Bharati Vidyapeeth Institute of Management & Research, Delhi, a constituent unit of Bharati Vidyapeeth (Deemed to be University), Pune.

Academic Leadership and Institutional Building

Dr. Gupta has held several prestigious academic leadership roles. As **Associate Professor (Tenured)** at **IIM Bangalore** for 15 years, she taught core courses in the flagship PGP program and led as **Chairperson of the Executive MBA program**. Her academic expertise lies in **Digital Marketing** and **Digital Transformation**.

She served as **Director of NMIMS Hyderabad**, where she led five schools—Management, Engineering, Law, Pharmacy, and Commerce—and pioneered the establishment of the Executive Education department. As **Dean, School of Business at Galgotias University**, she implemented transformative initiatives including Bloom’s Taxonomy, Active Learning, Case Methodology, and a Question Bank Management System to elevate academic standards and student outcomes.

EdTech and Online Education Expertise

Dr. Gupta has been at the forefront of online education. At **Great Learning**, a leading EdTech firm, she served as **Director of Degree and Business Programs**, leading multiple online programs in partnership with top universities like Jain University, Shiv Nadar University, SRM, PES Bangalore, and Great Lakes. She has extensive experience with cutting-edge Learning Management Systems, program design, and student support frameworks, ensuring high completion rates and strong career outcomes.

Earlier in her career, she also worked with **MICA, Ahmedabad**, where she launched the Post Graduate Programme in Public Relations and Event Management.

Research and Publications

An accomplished researcher, Dr. Gupta has published in internationally reputed journals including **Information Systems Research (FT50)** and the **Journal of Marketing Theory and Practice**. She has ten Scopus-indexed papers and six peer-reviewed publications. Her academic contributions include **26 case studies and teaching notes published by Harvard Business Publishing**, several of which are bestsellers used globally by leading business schools.

She has authored **six books**, including four widely adopted textbooks on **Digital Marketing, Marketing Analytics, Digital Transformation**, and **AI in Business**, published by McGraw Hill, Wiley, Vikas, and Atlantic. Her books are recognized as market leaders and are prescribed across IIMs and other premier institutions.

Corporate Training and Consulting

Dr. Gupta is a seasoned corporate trainer and consultant. She has designed and delivered customized training programs for top organizations such as **3M, Arvind Brands, John Distilleries, Union Bank, Aranyani**, and more. Her open-enrollment Digital Marketing program at IIM Bangalore was among the most popular executive programs. She has consulted on digital transformation and business strategy for clients including **Nilon's, Gaursons, KW Group, ABA Corp, Aranyani, Karnataka Milk Federation (Nandini), Karnataka State Seeds Corporation**, and **Kendriya Vidyalaya Sangathan**.

Entrepreneurship and Thought Leadership

A **TEDx speaker** under the banner of IIT Guwahati, Dr. Gupta delivered her talk based on her book on **Digital Psychology**, showcasing her ability to bridge academic theory and practical insights. She is also a serial entrepreneur who has founded two startups, successfully raised seed funding, commercialized operations, and launched her own online courses and digital learning platforms.

An active thought leader, Dr. Gupta shares expert insights on marketing, digital trends, and education through social media and is frequently quoted in **Times of India, Brand Equity, Financial Express, Punjab Kesari**, and **Rajasthan Patrika**, among others.

Dr. Seema Gupta's career reflects a rare blend of academic excellence, innovation in EdTech, entrepreneurial spirit, and impact-driven leadership. Her commitment to advancing learning outcomes, digital innovation, and institutional excellence has made her a sought-after voice in academia, industry, and public discourse.