



DR. SAMPADA GUPCHUP

Assistant Professor

Profile

Experienced and dedicated academician with over 25 years of academic and teaching experience in Economics, Marketing, General Management and Supply Chain Management. Passionate about student development, curriculum innovation, and academic research .

Work Experience

2010
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Present

Institute of Business Management & Research

Assistant Professor

- Taught undergraduate and postgraduate courses in Microeconomics, Macroeconomics, Managerial Economics and Indian Economy.
- Planned and delivered 400+ lectures aligned with university curriculum and academic standards.
- Mentored 1200+ students on academic projects, case studies and career guidance.
- Encouraged critical thinking, data interpretation and analytical skills among students.


Research Paper Publication

1. Gupchup,S(2024) digital Transformation in Industry , JAZ , 0253-7214
2. Gupchup,S(2024) Fintech in India Factors Driving its Growth Steering its Growth, AIMQBRRR, 1006-6748.
3. Gupchup,S(2023) Risk Management in Banking , IJMR, 2582-2160.
4. Gupchup,S(2023) The Study of Impact of Social Media on Brand Loyalty of Female Customers SIJM, 2349-6568
5. Gupchup, S & Vanjare,C (2019) Role of Marketing Combines on Customer Satisfaction, IJSCCT, 2394-1774
6. Gupchup, S.(2019) A Study of Indian Stock Market its Growth, IBMR, 2349-8722
7. Gupchup,S (2018) Social Science , Commerce And Computer Technology, 2394-1774
8. Gupchup, S. (2017) Quality of Work life –A Study with Reference to Shop Floor Level employees of large Scale manufacturing organization in Pune, Journal of Management
9. Gupchup,S.(2015), Quality of Work Life , Social Science Commerce And Computer Technology, CCS, 2394-1774 Research 2349-8722
10. Gupchup,S.(2013) Indian Automobile Industry-Market Entry Barriers, IJAMTES, 2249-7455
11. Gupchup,S.(2013) Agricultural Marketing Cooperatives Current Scenario, IJMR , 2277-9302

 9623570477

 sampadagupchup@gmail.com

 <https://www.linkedin.com/in/dr-sampada-gupchup-06349ba1/>

 Kothrud, Pune -411038

Education

Ph.D. (Marketing)

JJTU University

2016

Post Graduate Diploma in Business Management

Savitribai Phule Pune University

2008

Master of Arts (Economics)

Savitribai Phule Pune University

1996

Expertise

Marketing

Economics

Language

English

Hindi and Marathi