

Dr. Ruchita Gupta

National Institute of Industrial Engineering (NITIE), Mumbai, India



Area: Engineering Technology and Project Management

Area of Specialization: Management of Technology and Innovation.

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Educational Qualifications:

Degree	University	Year	Division/Rank
Ph.D (Management of Technology)	Indian Institute of Technology Bombay	25 th March 2013	1 st div
M.Tech. (Digital Systems)	MNNIT, Allahabad	2004	1 st div with 2nd rank
B.E. (Electrical Engineering)	Nagpur University	1997-2001	1 st div with 1st rank in university (gold medalist)

Employment Summary (In Reverse Chronology):

1. Assistant Professor at National Institute of Industrial Engineering (NITIE), Mumbai (till date).
2. Assistant Professor at Mukesh Patel School of Technology Management and Engineering, NMIMS, Mumbai (2nd Sept 2013-2nd Dec 2013).
3. Research Associate at SJMSOM, IIT Bombay. Project Title: A study on techno-entrepreneurship in India. (Nov 2012-July 2013).
4. Sr. Software Engineer at Financial Technologies, Mumbai. (Oct 2007 to July 2008).
5. Software Engineer at Hewlett-Packard, Bangalore (June 2004 to April 2006).

Teaching Interest:

Management of Technology (MOT):

- 1) Management of Technology and Innovation
- 2) Technology Acquisition and Transfer of Technology
- 3) Adoption and Diffusion
- 4) Technology Forecasting and Assessment

Business Research Methods for PG students

Research Methodology (RM) for doctoral/fellow students

Technology, Business and Environment for doctoral/fellow students

Project Risk Management for PG students

Research Interest:

Diffusion and Adoption of Technologies
Technology Transfer and Commercialization.
Technology entrepreneurship
Project Risk, Service Innovation

Courses Taught:

Serial No.	Title of course taught	Postgraduate (PG) or Fellow	Year
1.	Management of Technology Acquisition and Transfer	PG	2014, 2015, 2017, 2018
2.	Managing Technology and Innovation	PG	2014, 2015, 2018, 2019
3.	Business Research Methods	PG	2014, 2015, 2016, 2017
4.	Project Risk Management	PG	2017, 2018, 2019
5.	Research Methodology	Fellow Students	2014, 2015, 2016, 2017, 2018, 2019
6.	Technology Business and Environment	Fellow Students	2015, 2016, 2018, 2019
7.	Foundations on Management of Technology	Fellow Students	2014
8.	Foresight Driven Technology and Innovation Strategy	VLFM	2019

Current Doctoral/Fellow Students Guidance in Completed:

1. Miss Mahak Sharma- Research Title - Adoption of Cloud Computing Services in ICT Firms in India **(defended in Jan 2019)**
2. Mrs. Snehal Tawate-3rd year of fellow programme -Research Title - Technology Commercialization in Bio-Industrial Firms in India: An Empirical Study **(defended in November 2019)**

Current Doctoral/Fellow Students Guidance in Progress:

3. Miss Pratima Bhagat - Research Title - Adoption of IOT driven applications in Healthcare.
4. Mr. Janak (Joint Guidance) – Research Topic- Smart Foundary
5. Miss Kavita Bhangale (Joint Guidance) -Research Topic-Managing Complex Projects
6. Shikha Sargan-Research Topic – Green Telecommunication.

PG Dissertation Guided – 10-completed (5 in year 2017-2018; 3 -2018-2019), 4 in Progress-2019-2020

Summer and capstone projects guided – 37-completed (8 in Year 2018); 4 -field project 2018-2019 completed; 5-summer projects 2019

Awards and Fellowships:

- 1) Awarded by IAMOT the **Certificate of Recognition Award 2019** for “**Prominence in the field of Management of Technology**” by International Association of Management of Technology (IAMOT)
- 2) Awarded by IAMOT the **Certificate of Recognition Award 2019** for “**contribution as a conference cochair in IAMOT 2019**” by International Association of Management of Technology (IAMOT)
- 3) “**Shailesh J. Mehta School of Management Endowment Scholarship**” (2008-2012), based on the merit of performance during course work of doctoral program.
- 4) “**Hewlett-Packard e-Award**” for the outstanding efforts and contribution in the **DHL-GCA 3.0 Project in year 2005**.
- 5) “**Best paper and best presenter award**” in *International Conference on systematics, cybernetics & informatics in 2005*.
- 6) “**Gold medal**” for securing **1st rank in Nagpur University in B.E (Electrical)**.
- 7) Electric Light and Power Company Ltd. Golden jubilee **GOLD MEDAL for securing highest marks in Power Systems**; G.H Raison Memorial **GOLD MEDAL for securing 1st rank in Nagpur University in B.E (Electrical)**; Shri M.K Sheory **SILVER MEDAL**.

Publications

Journals

1. Tawate, S. S., **Gupta, R (Ruchita Gupta)**., Jain, K. (2018), “Development of a technology commercialization model for Indian biotechnology firms”. Accepted in September 2019, *IEEE Transactions on Engineering Management*. (RANKING of the Journal –h index-82, IMPACT FACTOR-1.86; Publisher- IEEE)
2. Tawate, S. S., **Gupta, R.**, Jain, K. (2018), “Technology commercialization in bio-fertilizer firm: An Indian case.” *International Journal of Global Business and Competitiveness*. 13 (1), 1-10. (RANKING of the Journal – C, Publisher- Spinger)
3. Sharma, M, **Gupta R.**, and Acharya, P. (2017). “Prioritizing the critical factors of cloud computing adoption using multicriteria decision making techniques”, *Global Business Review*. (CITATIONS – 7, RANKING of the Journal – C, IMPACT FACTOR-5-year Impact, Factor-1.8, Indexed in SCOPUS – 11, IMPACT FACTOR (SCImago Journal Rank)– 0.27; Publisher- Sage)
4. Sharma, M, **Gupta R.**, and Acharya, P. (2017).“ Factors Influencing Cloud Computing Adoption for Higher Educational Institutes in India: A Fuzzy AHP Approach”, *International Journal of Information Technology and Management* (Indexed in SCOPUS – 12; WEB OF SCIENCE INDEXING- Yes; IMPACT FACTOR (SCImago Journal Rank)– 0.15;Publisher- Inderscience)
5. Gupta D., **Gupta R.**, Jain K. and Momaya K.S., (2016). “Innovations in mobile value-added services: Findings from cases in India”, *International Journal of Innovation and Technology Management*, Vol 14(6). (CITATIONS – 1; RANKING of the Journal – C; IMPACT FACTOR-5-year Impact Factor-1.8, Indexed in SCOPUS – 13, WEB OF SCIENCE INDEXING – Yes, IMPACT FACTOR (SCImago Journal Rank)– 0.22; Publisher- World Scientific Publishing)
6. **Gupta R.** and Jain K. (2016). “Competition effect of a new mobile technology on an incumbent technology: An Indian case study”, *Telecommunications Policy*, Vol 44(4), pp 332-342 (CITATIONS – 9, RANKING- ERA

ranking of the journal A; IMPACT FACTOR-5-year Impact Factor-1.8, Indexed in SCOPUS – 54, WEB OF SCIENCE INDEXING -Yes; Publisher- Elsevier)

7. **Gupta R.** and Jain K. (2015), “Adoption Behavior of Rural India for Mobile Telephony: A Multigroup Study”, - *Telecommunication Policy*, Vol 39 (8), pp. 691-704. (CITATIONS: 11, RANKING- ERA ranking of the journal A; IMPACT FACTOR-5-year Impact Factor-1.8; Publisher- Elsevier).
8. **Gupta R.** and Jain K. (2014). “Adoption of Mobile Telephony in Rural India: An Empirical Study”, *Decision Sciences*, Vol 45 (2), pp. 281–307. (CITATIONS:19, RANKING of the Journal - A*, DSJ is in the top 5 journals in IS/T and O/SCM, Indexed in SCOPUS-90, WEB OF SCIENCE INDEXING – Yes, IMPACT FACTOR – 1.59; Publisher- Wiley)
9. **Gupta R.** and Jain K. (2013). “Adoption of Mobile Telephony in Rural India: An Exploratory Study”, *Udyog Pragati*, Vol 37 (3), pp 49-54.
10. **Gupta R.** and Jain K. (2012), “Diffusion of mobile telephony in India: An empirical study.” *Technological Forecasting & Social Change*, Vol. 79(4), pp. 709 – 715. (CITATIONS: 64, RANKING of the Journal – A, Indexed in SCOPUS -78, WEB OF SCIENCE INDEXING – Yes, IMPACT FACTOR-5-year Impact Factor-3.2 and current is 2.6; Publisher- Elsevier)

Conference Proceedings and Paper Presentations

- 1) **Gupta, R.**, Jain, K. (2019), “Integrating the Macro and Micro factors for Diffusion of Mobile Telephony in India. “Presented and published in the Abstract proc. of 28th International Association for Management of Technology Conference - IAMOT 2019, Managing Technology for Inclusive and Sustainable Growth, at NITIE, Mumbai, India.
- 2) Tawate, S., **Gupta, R.**, Jain, K. (2019), “Technology commercialization in milk processing firm: An Indian case”. Presented and published in the Abstract proc. of 28th International Association for Management of Technology Conference - IAMOT 2019, Managing Technology for Inclusive and Sustainable Growth, at NITIE, Mumbai, India.
- 3) Mishra, R., Sargam, S., Sharma, V., **Gupta, R.** (2019), “The Importance and Adoption of Technology Management Education By Engineering Institutes In India”. Presented and published in the Abstract proc. of 28th International Association for Management of Technology Conference - IAMOT 2019, Managing Technology for Inclusive and Sustainable Growth, at NITIE, Mumbai, India.
- 4) Gupta, D., **Gupta, R.**, Jain, K., Momaya, K. (2019), “Advantages and challenges of end-to-end Service Management: A case of alternate Models for 5G based services”. Presented and published in the Abstract proc. of 28th International Association for Management of Technology Conference - IAMOT 2019, Managing Technology for Inclusive and Sustainable Growth, at NITIE, Mumbai, India.
- 5) Bhagat, P., **Gupta, R.**, Jain, K. (2019), “Adoption of IOT Driven Applications In Healthcare”. Presented and published in the Abstract proc. of 28th International Association for Management of Technology Conference - IAMOT 2019, Managing Technology for Inclusive and Sustainable Growth, at NITIE, Mumbai, India.
- 6) Bhangale, K., **Gupta, R.**, Joshi, K. (2018), “Technology Utilization in disaster projects: A literature review”. Presented in 3rd National Conference on Industrial Engineering and Technology Management NCIETM 2018, Enhancing National Competitiveness: Role of Industrial Engineering and Technology Management National Institute of Industrial Engineering (NITIE), Mumbai, India.
- 7) Tawate, S. S., **Gupta, R.**, Jain, K. (2018), “Technology Commercialization in Grape Processing Firm: An Indian Case”. Presented in 3rd National Conference on Industrial Engineering and Technology Management NCIETM 2018, Enhancing National Competitiveness: Role of Industrial Engineering and Technology Management National Institute of Industrial Engineering (NITIE), Mumbai, India.

- 8) **Gupta, R.**, Jain, K., and Jaiswal, D.K. (2018), “Adoption of Agricultural Mobile Value-Added Services in Rural India”. *Presented and published in the Abstract proc. of 27th International Association for Management of Technology Conference - IAMOT 2018*, Towards Sustainable Technologies and Innovation, The Aston Business School, Birmingham, UK.
- 9) Sharma, M., **Gupta, R.**, Acharya, P. (2017), “A System Dynamics Approach to Cloud Computing Adoption”. *Presented and published in the Abstract proc. of 26th International Association for Management of Technology Conference - IAMOT 2017*, Strategy and Technology Management in a digital age – Future Thinking, The AIT (Austrian Institute of Technology) and ASMET (The Austrian Society for Metallurgy and Materials), Vienna, Austria.
- 10) Sharma, M., **Gupta, R.**, Acharya, P. (2017), “The application of Fuzzy Multi Criteria Decision Making for Cloud Computing Adoption in India”. *Presented and published in the Abstract proc. of 26th International Association for Management of Technology Conference - IAMOT 2017*, Strategy and Technology Management in a digital age – Future Thinking, The AIT (Austrian Institute of Technology) and ASMET (The Austrian Society for Metallurgy and Materials), Vienna, Austria.
- 11) Tawate, S. S., **Gupta, R.**, Jain, K. (2017), “Technology Commercialization in Biotechnology Sector: An Indian Case Study”. *Presented and published in the Abstract proc. of 26th International Association of Management of Technology Conference IAMOT 2017*, *Strategy and Technology Management in a Digital Age: Future Thinking* The AIT Austrian Institute of Technology and ASMET (The Austrian Society for Metallurgy and Materials), Vienna, Austria.
- 12) Tawate, S. S., **Gupta, R.**, Jain, K. (2017), “Morphological Analysis of Technology Commercialization: A Literature Review”. *Presented and published in the Abstract proc. of 26th International Association of Management of Technology Conference IAMOT 2017*, *Strategy and Technology Management in a Digital Age: Future Thinking* The AIT Austrian Institute of Technology and ASMET (The Austrian Society for Metallurgy and Materials), Vienna, Austria.
- 13) Tawate, S. S., **Gupta, R.**, Jain, K. (2016), “Technology commercialization in Bio-fertilizer industry: An Indian Perspective”. *Proc of 2nd National Conference on Industrial Engineering and Technology Management NCIETM 2016*, *Enhancing National Competitiveness: Role of Industrial Engineering and Technology Management* NITIE, Mumbai, India.
- 14) Sharma, M., **Gupta, R.**, and Acharya, P. (2016), “Adoption of Cloud Computing Services: A Systematic Literature Review”. *In International Conference on Marketing, Technology and Society (2016)*, IIM Kozhikode: India.
- 15) Sharma, M., **Gupta, R.**, and Acharya, P. (2016), “Cloud Computing Services: A Study In India” *In the Abstract proc. of 25th International Association for Management of Technology Conference - IAMOT 2016*, Technology – Future Thinking. Orlando, Florida, USA
- 16) **Gupta R.**, Jain K., Kusre A., and Momaya K. (2015), “Technology Entrepreneurship Ecosystem in India: Findings from a Survey,” *Proc. of 26th annual conference on Production and Operations Management Society (POMS)*, Washington DC.
- 17) Premchandani, S., **Gupta, R.**, Prakash, P and Assudani, M. (2014), “An AHP Approach for the Selection of a Multi-Client Site Warehouse Location: An Indian Case”, *In proc. Of National Conference on Industrial Engineering and Technology Management NCIETM 2014*, NITIE, Mumbai, India.
- 18) **Gupta R.**, Gupta D., and Jain K. (2014) “Innovation in Mobile Services: Cases from India”, *25th Annual conference on Production and Operations Management Society (POMS)*, Atlanta, USA.
- 19) **Gupta R.** and Jain K (2011), “What drives mobile telephony adoption in rural India? : An empirical analysis.,” *Proc. of 22nd annual conference on Production and Operations Management Society (POMS)*, Reno, Nevada, USA.

- 20) Jain K. and **Gupta R** (2010), “The Effect of New Technology on Diffusion: The Case of India,” *Proc. Of 21st annual conference on Production and Operations Management Society (POMS)*, Vancouver, Canada.
- 21) **Gupta R.** and Jain K. (2010), “Mobile Technology diffusion in Developing Country-A case of India”, *Proc. of 19th international conference for the International association of management of technology IAMOT, Technology as the foundation for economic growth*, Cairo, Egypt.
- 22) **Gupta R.** and Jain K. (2009), “Diffusion of Mobile Technology in India: Effect of Macro Factors” *Proc. of International Conference on Global interdependence and decision Sciences, Mc Millan*, 276-286
- 23) **Gupta R.**, Gupta D, Jain K, Momaya K. (2010), “Value Creation for International Markets: Opportunities for Collaboration between India and Japan in Telecommunication Industry”, *Proc. of The Tenth Global Conference on Flexible Systems Management, GLOGIFT 10*, Tokyo, Japan.
- 24) **Gupta R**, Upadhyay P.C, and Tiwari S. (2005) “Minimizing Signaling Cost for Mobile Tracking in Wireless Networks”, *Proc. of International Conference on systematics, cybernetics & informatics International Conference ICSCI-2005*, Under the aegis of Pentagram Research Centre Pvt. Ltd in Hyderabad.*****Awarded as the “Best Paper and Presenter”**.
- 25) **Gupta R.**, Upadhyay P.C, and Tiwari S. (2004), “Reducing Signalling Cost of Movement Based Location management Scheme in Wireless Networks”, *Proc. of International Conference on Controls, Automation & Communications systems, ICCACS 2004*, Kalinga Institute of Industrial Technology, Bhubaneswer, India.

International Book Chapters

Momaya K, and **Gupta R**, “Country competitiveness and disruptive innovation: Exploring the contexts in China and India”, *Disruptive Innovation in China and India: the Strategic Implications for Local Entrepreneurs and Global Incumbents*, Peter Ping Li (editor), Copenhagen Business School, Denmark, Published 25th February 2013 by Routledge.

Edited books

1. Jain, K., Shirish, S., **Gupta R.**, Persis, J., Mukundan, R (2018)-*Managing Technology for Inclusive and Sustainable Growth*, Based on select papers from the IAMOT 2019, International Conference held at National Institute of Industrial Engineering (NITIE), Mumbai, 7-11 April 2019.
2. Jain, K, Ganapathy, L., Pundir, A.K, Acharya, P, and **Gupta R**, (2016)-*Enhancing National Competitiveness: Role of Industrial Engineering and Technology Management*, Based on select papers from the NCIETM 2016 National Conference held at National Institute of Industrial Engineering (NITIE), Mumbai, 17th - 19th November, 2016

Management Development and Unit Based Programmes conducted:

- 1) MDP session on Project Risk Management for **Airport Authority of India** – September 2019
- 2) Driving innovation culture in technology start ups.
- 3) Technology Transfer and commercialization for Central Institute for Research on Cotton Technology (**CIRCOT**).
- 4) Enhancing Effectiveness for DRTC Officers for Defense Research and Development Organization (**DRDO**)
- 5) Basic Techno Managerial Module for DRTC Officers for Defense Research and Development Organization (**DRDO**).
- 6) R & D Commercialization (**DRDO**)
- 7) Strategic program on Supply chain Leadership (Challenges in SCM at Airtel – from technology and product life cycle perspective) for **Bharti Airtel Limited**.

- 8) Management of Technology (in Project Management Certificate Programme for Hindustan Petroleum Corporation Limited (**HPCL**))
- 9) Lecture on Technology Transfer and absorption for defense people (DRDO labs) at IIT Bombay.

Consultancy Projects (completed and In progress)

S.No	Client/Organization	Period
1	Adani Gas Limited (AGL), Ahmedabad, Gujarat	2013-2014
2	Transformer and Rectifier India Limited (TRIL), Ahmedabad, Gujarat	2013-2014
3	A Infrastructure Limited, Hamirgarh, Bhilwara, Rajasthan	2017
4.	IOT Infrastructure & Energy Services Ltd, Mundra	2017-2018
5.	RMC Readymix (India) A division of PRISM CEMENT LIMITED, Mumbai	2017-2018
6.	H & R Johnson (India) (HRJ) A division of PRISM CEMENT LIMITED	2017-2018
7.	PRISM CEMENT LIMITED, Satna, Madhya Pradesh	2018-2019
8.	Silica Ceramica Pvt limited, Vijayawada , A division of PRISM CEMENT LIMITED	Ongoing

Other Academic and Research Contributions:

1. Reviewer of international journals

1. Technology forecasting and social change
2. International Journal of Global Business and Competitiveness
3. Decision Sciences
4. Telecommunication Policy
5. Transforming Government: People, Process and Policy
6. International Journal of Intellectual Property Management (IJIPM)
7. Sage Open
8. Information, Communication and Society

2. Conferences Organized

1. Organizing and International Advisory committee member for **International Association for Management of Technology Conference - IAMOT 2020**, 5-9th April 2020, Egypt.
2. As a **Conference Co-chair** for 28th **International Association for Management of Technology Conference - IAMOT 2019**, Managing Technology for Inclusive and Sustainable Growth, from 7-11 April 2019.
3. As a CTIM Coordinator, NITIE, jointly organized 4th International conference on **Management of Intellectual Property Rights and Strategy (MIPS 2018)** from 31st Jan 2018 to 3rd Feb 2018 at IIT Bombay.
4. Conference Co-Chair of **National Conference on Industrial Engineering and Technology Management (NCIETM 2016): Enhancing National Competitiveness Role of Industrial**

Engineering and Technology Management, 17-19 November 2016 at National Institute of Industrial Engineering NITIE, Mumbai, India.

5. Technical Committee Member of **International conference on Marketing, Technology and Society**, 29th Sept-1st October **2016**, at Indian Institute of Management (IIM), Kozhikode, India.
6. Technical Committee Member of 3rd **International Conference on Management of Intellectual Property Rights and Strategy (MIPS) 2016**, July14-July 16, at NITIE, Mumbai, India.
7. Organizing member of **NITIE-POMS conference (2014): Manufacturing Excellence: Imperative for Emerging Economies, 18-21st December 2014** at NITIE, Mumbai, India.
8. Organizing member of **National Conference on Industrial Engineering and Technology Management (2014)** held on October 2014 at National Institute of Industrial Engineering NITIE, Mumbai, India.

3. Professional Workshops/Seminars Attended

1. BMA Workshop on “Design Thinking & Innovation in Business” conducted by Avinash Jhangiani, CEO & Founder, Play2Transform Group, at Bandra Kurla Complex, Mumbai
2. Breakthrough thinking workshop organized by CTIM and M2MC, NITIE, conducted by Erehwon Orbit shifting Innovation, 23-24 Feb 2018.
3. Case Writing Workshop organized by NITIE from 17-18 November 2017.
4. 5th Global Conference on Cyberspace 2017 organized by Ministry of Electronics and Information Technology, Government of India, 23-24 November, Aerocity, New Delhi, India.
5. BMA Digital Leadership Summit 2017 on 12th Oct, at Hotel Leela, Mumbai, India.
6. Design Thinking Workshop organized by Avantika University from 13-14 April 2017 at Hyatt Place, Gurugram.
7. 12th India Innovation Summit 2016 on "The Spirit of Innovation – Celebrating the Entrepreneur” held on 28th & 29th July 2016 at Hotel Sheraton at Brigade Gateway, World Trade Centre, and Bengaluru.
8. Faculty Development Programme on Project Management organized by NITIE from 11-15 February 2015.
9. Enhancing Faculty Effectiveness organized by NITIE from 15-18 August 2014

4. Professional Memberships

Name of the Body	Status of Membership : Life / Annual
1. International Association for Management of Technology (IAMOT)	BOARD Member of IAMOT-2018-2020
2. Production and Operations Management Society (International)	Individual membership, Annual (from Jan 2014 till Dec 2014)
3. Production and Operations Management Society (International)	Individual membership, Annual (from Jan 2017 till Dec 2017)
3. International Telecommunication Union (International)	Individual membership, Annual (from Jan 2019 till Dec 2019)
4. Society for Technology Innovation Management (STEM) (National)	As a coordinator of Centre for Technology and Innovation Management (CTIM), NITIE.
5. PMI	As a coordinator of Centre for Technology and Innovation Management (CTIM), NITIE, Life time membership of STEM

5. Administrative Key Roles and Contribution

	Position	Description	From	To
1	Member Secretary	Research Advisory Committee	2014	2015
2	Area Co-ordinator	Area Co-ordinator of Engineering, Technology and Project Management (ETPM)	2015	2016
3	Co-ordinator	Co-ordinator for MoU with BHEL	2015	
4	Conference Co-Chair	Conference Co-Chair-NCIETM 2016	2016	2016
5	Chairperson	Improving Research culture	2016	2017
6	Centre Coordinator	Centre of Technology and Innovation Management	5 May 2017	Till date
7	Co-PI	NIDHI-TBI Project (DST Project)	2017	Till date
8	Coordinator	Co-ordinator for MoU with Prestige	2017	Till date
9	Head	Centre Cluster Head-CGCM, CM2M, CTIM	2018	Till date
10	Programme Coordinator	Programme Coordinator of Post Graduate Diploma in Project Management (PGDPM)	2019	Till date
11.	Members of following committees in last 6 years	NITIE Review Committee; IT-Technical committee; Best Teacher and Researcher Award Committee; Member of Publication Committee; Member of TELP (Technology Enabled Learning Platform) committee; Task Force Committee for 13th Five Year Plan; Committee for National Institutional Ranking Framework; e-Infrastructure committee; Course Curriculum committee- ABET Accreditation; Mind to Market Centre; Entrepreneurship cell		