



---

**PERSONAL INFORMATION**

---

**Keshav Gupta**

390H Speakman Hall  
1810 North 13th Street  
Philadelphia, PA, USA 19122

Email: keshav.gupta@temple.edu  
LinkedIn: [www.linkedin.com/in/keshav-gupta-phd-candidate](http://www.linkedin.com/in/keshav-gupta-phd-candidate)



---

**EDUCATION**

---

- Ph.D., Business Administration** (AACSB Accredited) August 2018 - Present  
Fox School Of Business, Temple University, Philadelphia, PA, USA  
(R1 Institution)  
Concentration: Sports Management  
Course work: Completed (GPA: 3.88/4.00)
- Bachelor's in Technology, Electrical and Electronics Engineering** August 2011 - May 2015  
Delhi Technological University (formerly Delhi College of Engineering),  
Delhi, India

---

**PUBLICATIONS**

---

**ARTICLES PUBLISHED IN REFEREED JOURNALS**

- 1) Lopez, C., Pizzo, A. D., **Gupta, K.**, Kennedy, H., & Funk, D. C. (2021). Corporate growth strategies in an era of digitalization: A network analysis of the national basketball association's 2K league sponsors. *Journal of Business Research*. (JCR Quartile: Q1, Impact Factor: 7.550).

---

**GRANTS AND FUNDING**

---

- 1) **Gupta, K.**, Venkatraman, V., & Funk, D. C. (2021). I Can Just Feel It: Biases Guiding Attraction Toward a Team in a New Sport. Young Scholars Seed Funding, Temple University. Funded: \$750
- 2) **Gupta, K.**, Funk, D., & Kunkel, T. (2019). Examining eSport Team Brand Associations and their Spillover on the Master Brand. Young Scholars Seed Funding, Temple University. Funded: \$750

## REFEREED ABSTRACTS IN CONFERENCE PROCEEDINGS

---

- 1) **Gupta, K.**, Venkatraman, V., & Funk, D. C. (accepted). I can just feel it: Biased decision-making strategies that influence supporting a non-traditional sport team. *Sport Marketing Association Conference*. Las Vegas, USA.
- 2) **Gupta, K.**, & Funk, D. (2021). The invisible persuasive hand: Interplay between consumers and developers of gamified applications. North American Society for Sport Management Conference. USA(Virtual).
- 3) Bredikhina, N., **Gupta, K.**, & Kunkel, T. (2021). Network, network, network!: Determinants of athlete social media brand growth during events. *North American Society for Sport Management Conference*.USA (Virtual).
- 4) **Gupta, K.**, Su, Y., Kunkel, T., & Funk, D. (2020). Advergaming - gamification as a tool to improve event-sponsor advertising. *North American Society for Sport Management Conference*. San Diego, USA(Virtual).
- 5) Lopez, C., Pizzo, A., Kennedy, H., **Gupta, K.**, & Funk, D. (2020). Boundary-straddling brand extensions: A network analysis of the National Basketball Association's 2K League sponsors. *North American Society for Sport Management Conference*. San Diego, USA (Virtual).
- 6) **Gupta, K.**, Su, Y., Kunkel, T., & Funk, D. (2019). Examining gamified fantasy sport engagement to understand in-app purchases. *Sport Marketing Association Conference*. Chicago, USA.
- 7) **Gupta, K.**, Su, Y., Kunkel, T., & Funk, D. (2019). Paying while playing: Examining the role of in-app engagement on in-app purchase in Fantasy Sports Applications. *North American Society for Sport Management Conference*. New Orleans, USA.

## TEACHING EXPERIENCE

---

### CERTIFICATIONS

Online Teaching Certificate - Fox Online & Digital Learning

May 2020

### INSTRUCTOR OF RECORD

**Marketing Management in Sports and Recreation** (SRM3296 - online)

January 2021 - May 2021

Class details: 21 students, writing intensive

#### Student Feedback:

Increased my ability to analyze and critically evaluate ideas, arguments, and points of view: **4.5/5**

Encouraged me to advance my professional development and knowledge of the industry: **4.5/5**

Organized and prepared for class: **4.4/5**

Helped improve my writing: **4.3/5**

Overall, I learned a great deal from this course: **4.2/5**

### TEACHING ASSISTANT

Substitute Lecturer

Grading

Managing student queries

**Organizational Strategy in Sport and Recreation** (SRM3218)

Fall 2021

Class details: 51 students

<b>General Education: An Introduction to Sport Analytics (STHA0850)</b> Class details: 47 students	Fall 2021
<b>Current and Ethical Issues in Sport and Recreation (SRM4296)</b> Class details: 20 students, writing intensive	Fall 2021
<b>Marketing Management in Sports and Recreation (SRM3296)</b> Class details: 14 students, writing intensive	Fall 2020
<b>Marketing Management in Sports and Recreation (SRM3296)</b> Class details: 23 students, writing intensive	Spring 2020
<b>Sports and Society (SRM1211)</b> Class details: 75 students	Spring 2020
<b>Law &amp; Ethics in Sport and Recreation (SRM4212)</b> Class details: 75 students	Fall 2018

### GUEST LECTURES

<b>Global Sports Business</b> (online) Sports in India	November 2020
<b>Research in Sports and Recreation</b> Qualitative Research Methods	September 2021

---

### AWARDS/HONORS

1) 2 <sup>nd</sup> Prize in the “10 <sup>th</sup> Annual Ph.D. Student Research Competition”, Fox School of Business, Temple University, Philadelphia, PA, USA.	November 2020
--	---------------

---

### POSITIONS HELD

1) Ph.D. Student Representative in the Sport, Tourism, and Hospitality Management (STHM) Ph.D. Committee.	August 2021 - Present
--	-----------------------

---

### INDUSTRY EXPERIENCE

<b>Sport Industry Research Center</b> , Philadelphia, PA, USA (Consultancy) <b>Research Assistant</b> Economic and Media Impact Specialist: Survey development, data analysis, and report making for clients (e.g., Savare Race, Laver Cup, and NBA) to showcase their economic and media impact on respective host cities.	August 2018 - Present
<b>Megahertz Infotech</b> , New Delhi, Delhi, India (IT Company) <b>Manager, Business Development</b> Managed a team of eight (8) to improve B2B sales of IT services.	September 2017 – March 2018

**Star Sports**, Mumbai, Maharashtra, India (Sports Broadcasting Firm) January 2016 - September 2017

**Executive, Operations & Relationships**

In operations team that planned and executed three seasons of Pro Kabaddi League (2<sup>nd</sup> largest sport league in India). Member of core strategy and operations team behind 1<sup>st</sup> Women's Kabaddi League, and 1<sup>st</sup> Young Talent Scouting Program.

**Jeevan Jyoti**, Lucknow, UP, India (Non-Government Organization) November 2015 - January 2016

**Volunteer - Team Head**

English and Mathematics instructor for underprivileged kids aged 8-16.

**Housing.com**, Mumbai, Maharashtra, India (Online Real Estate Start-Up) July 2015 - November 2015

**Assistant Manager, Operations**

Headed a team of twenty (20) to improve business-to-business (B2B) sales.

---

### NON-ACADEMIC CONFERENCES AND PAPER PRESENTATION

---

- 1) **Gupta, K.** (2013). Free registration of crime. *Indian Institute of Technology (IIT)*, New Delhi, Delhi, India. Explored whether full and free registration of all cases reported in the police station is desirable. Examined various models being adopted in the three states of India (Uttar Pradesh, Himachal Pradesh, and West Bengal) through qualitative and quantitative research.
- 2) **Gupta, K., Dwivedi, A., & Bezbaruah, P.P.** (2013). Save the Endangered Languages in the World. *World Model United Nations (WMUN)*, Melbourne, Victoria, Australia. Part of the Indian delegation at Harvard World Model United Nations. Represented Central African Republic in the Social, Cultural, & Humanitarian Council and contributed substantially in drafting and lobbying for the resolution. The resolution was successfully adopted.

---

### CERTIFICATIONS & ADDITIONAL SKILLS

---

- 1) Certifications:
  - Digital Marketing Channels: The Landscape
  - Digital Analytics for Marketing Professionals: Marketing Analytics in Practice
  - Digital Analytics for Marketing Professionals: Marketing Analytics in Theory
  - Digital Marketing
  - Introduction to Big Data
- 2) Languages: English, Hindi (native), German (basic)
- 3) Software and programming skills: R Programming, fsQCA, MouseLabWEB, ATLAS.ti, UCINET/NetDraw, SPSS, Mplus, Stata, HTML, Microsoft Word, Excel, PowerPoint