



PERSONAL INFORMATION

Keshav Gupta, Ph.D.

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729 Close Hipp, 1705 College St.
Columbia, SC, USA 29208



ACADEMIC EXPERIENCE

Assistant Professor

August 2022 - Present

Department of Sport and Entertainment Management
College of Hospitality, Retail and Sport Management
University of South Carolina, Columbia, SC, USA

EDUCATION

Ph.D., Business Administration (AACSB Accredited)

August 2018 – July 2022

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) **Gupta, K.**, Su, Y., Kunkel, T., & Funk, D. (in-press). Paying while playing: Examining the influence of interaction with gamified elements in fantasy sports on in-app spending. *European Sport Management Quarterly*. (Impact Factor: 3.714).
- 2) **Gupta, K.**, Su, Y., Kunkel, T., & Funk, D. (2022). The super engagers of freemium gamified services: Using multimethod approach to examine why highly interactive consumers become paying consumers. *Internet Research*. (Impact Factor: 6.773).

- 3) Bredikhina, N., **Gupta, K.**, & Kunkel, T. (2022). Superboosting the athlete social media brand: Events as an opportunity for follower growth. *European Sport Management Quarterly*. (Impact Factor: 3.714).
- 4) Lopez, C., Pizzo, A. D., **Gupta, K.**, Kennedy, H., & Funk, D. (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*. (Impact Factor: 7.550).

GRANTS AND FUNDING

- 1) **Gupta, K.**, Shapiro, S., & Dwyer, D. (2023). Examining the Knowledge Distance Framework in Sport Gambling: The Role of Education, Consumer Confusion, Risk, and Gamification. *Department of Sport and Entertainment Management Grant Program*, University of South Carolina. Funded: \$7,500
- 2) **Gupta, K.**, Venkatraman, V., & Funk, D. (2021). I Can Just Feel It: Biases Guiding Attraction Toward a Team in a New Sport. *Young Scholars Seed Funding*, Temple University. Funded: \$750
- 3) **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) Dwyer B., Shapiro S., & **Gupta K.** (2023). Sports betting and the influence of consumer confusion. *Sports Marketing Association*. St. Petersburg, Florida, USA
- 2) **Gupta, K.**, Funk, D., & Kunkel T. (2023). Sensemaking In Gamified Sport Products: A Model Explaining The Organization's Role In Engaging Consumers. *Sport Marketing Association Conference*. St. Petersburg, USA.
- 3) Hwang Y., **Gupta, K.**, Ock, D. (2023). Shopping in the metaverse: Examining the impact of in-game shopping on the metaverse game enjoyment. *North American Society for Sport Management Conference*. Montreal, Canada.
- 4) Yang, Y., **Gupta, K.**, Kunkel T., Funk, D., & Koenigstorfer, J. (2023). Gamification Implementations in Professional Team Sport Apps. *North American Society for Sport Management Conference*. Montreal, Canada.
- 5) **Gupta, K.**, Funk, D., & Kunkel T. (2022). The rise of artificial intelligence in gamification: Understanding when skill-based matchmaking is beneficial through experiment design. *European Sport Management Conference*. Innsbruck, Austria.
- 6) **Gupta, K.**, Kunkel T. & Funk, D. (2022). User experience in gamified sport and affiliated services: A systematic review. *North American Society for Sport Management Conference*. Atlanta, USA.
- 7) **Gupta, K.**, Venkatraman, V., & Funk, D. (2021). I can just feel it: Biased decision-making strategies that influence supporting a non-traditional sport team. *Sport Marketing Association Conference*. Las Vegas, USA.
- 8) **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).
- 9) 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).
- 10) **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).
- 11) 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).

- 12) **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.
- 13) **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.

REVIEWER POSITION IN PEER REVIEWED JOURNALS

European Sport Management Quarterly – reviewer	September 2022 - Present
Sport Marketing Quarterly – reviewer	March 2024 - Present
International Journal of Sports Marketing and Sponsorship – reviewer	June 2024 - Present
Journal of consumer behavior – reviewer	July 2024 - Present

TEACHING EXPERIENCE

CERTIFICATIONS

Online Teaching Certificate - Fox Online & Digital Learning May 2020

INSTRUCTOR OF RECORD

Sport and Entertainment Service Marketing, University of South Carolina (SPTE430) January 2024 - Present

Sport and Entertainment Marketing, University of South Carolina (SPTE380) August 2022 - Present

Marketing Management in Sports and Recreation, Temple University (SRM3296 - online) January 2021 - May 2021

TEACHING ASSISTANT – Temple University

Substitute Lecturer

Grading

Managing student queries

Organizational Strategy in Sport and Recreation (SRM3218) Fall 2021

General Education: An Introduction to Sport Analytics (STHA0850) Fall 2021

Current and Ethical Issues in Sport and Recreation (SRM4296) Fall 2021

Marketing Management in Sports and Recreation (SRM3296) Fall 2020

Marketing Management in Sports and Recreation (SRM3296) Spring 2020

Sports and Society (SRM1211) Spring 2020

Law & Ethics in Sport and Recreation (SRM4212) Fall 2018

GUEST LECTURES – Temple University

Global Sports Business (online) November 2020

Sports in India

Research in Sports and Recreation September 2021

Qualitative Research Methods

AWARDS/HONORS

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| 1) 2 nd Prize in the “10 th Annual Ph.D. Student Research Competition”,
Fox School of Business, Temple University, Philadelphia, PA, USA. | November 2020 |
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POSITIONS HELD

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| 1) Director, University of South Carolina – Indian Student Organization. | October 2023 - Present |
| 2) Coach of undergraduate and graduate student Case Study Team at the
Department of Sport and Entertainment Management, University of South
Carolina. | August 2022 - Present |
| 3) Ph.D. Student Representative in the Sport, Tourism, and Hospitality
Management Ph.D. Committee, Temple University. | August 2021 – July 2022 |

INDUSTRY EXPERIENCE

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| <p>Sport Industry Research Center, Philadelphia, PA, USA (Consultancy)
 Research Assistant
 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.</p> | August 2018 – July 2022 |
| <p>Megahertz Infotech, New Delhi, Delhi, India (IT Company)
 Manager, Business Development
 Managed a team of eight (8) to improve B2B sales of IT services.</p> | September 2017 – March 2018 |
| <p>Star Sports, Mumbai, Maharashtra, India (Sports Broadcasting Firm)
 Executive, Operations & Strategy
 In operations team that planned and executed three seasons of Pro
 Kabaddi League (2nd largest sport league in India). Member of core
 strategy and operations team behind 1st Women’s Kabaddi League,
 and 1st Young Talent Scouting Program.</p> | January 2016 - September 2017 |
| <p>Jeevan Jyoti, Lucknow, UP, India (Non-Government Organization)
 Volunteer - Team Head
 English and Mathematics instructor for underprivileged kids
 aged 8-16.</p> | November 2015 - January 2016 |
| <p>Housing.com, Mumbai, Maharashtra, India (Tech Real Estate Marketplace)
 Assistant Manager, Operations
 Headed a team of twenty (20) to improve business-to-business
 (B2B) sales.</p> | July 2015 - November 2015 |

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