

**APOORVA GUPTA**  
**Curriculum Vitae**

Email: [ag1566@rutgers.edu](mailto:ag1566@rutgers.edu)

**School of Public Affairs and Administration**  
**Rutgers University-Newark**

**Education**

- 2018- ongoing      School of Public Affairs and Administration, Rutgers University-Newark  
Ph.D. in Public Administration  
Dissertation Title: “#DonationIntention: The Role of Nonprofit Branding and Social Media Use”  
Committee: *Dr. Lindsey McDougale (Chair), Dr. Jiahuan Lu, Dr. Leonor Camarena, Dr. Richard D. Waters*
- 2011-2016      Indian Institute of Technology, Madras – IIT-M, Chennai, India  
Integrated Master of Arts in Development Studies

**Academic Publications**

*Peer Reviewed Journal Articles*

Li, H., McDougale, L. M., & Gupta, A. (2020). Experiential philanthropy in China. *Journal of Public Affairs Education*, 26(2), 205-227. <https://doi.org/10.1080/15236803.2019.1667185>

*Work in Active Progress*

**Gupta, A.** & Manoharan, A. The Role of Mission and Vision Statements in Fostering Trust: A Nonprofit Branding Perspective [*Draft Revision in Progress*]

Mao, H. & **Gupta, A.** How Arts and Culture Nonprofits Respond to COVID-19 Outbreak on Twitter from Cross-Sectional Survey [*Data Cleaning*]

**Gupta, A.** & Antony, M. Emerging Collaborative Social Networks as Crisis Mitigation Strategy - The case of the Indian Education Sector. [*Draft in Progress*]

**Professional Reports**

Gupta, A. (2016) Co-operative Innovation Project, The Co-operative Innovation Project Final Report. Research team, Centre for the Study of Co-operatives, University of Saskatchewan.

**Invited Talks**

*Moderator* for School of Public Affairs and Administration, Rutgers University-Newark Panel

Discussion – Work-Life Balance amidst the Covid-19 Pandemic (*February 4, 2021*)

### **Fellowship & Grants**

- 2022-2023      Dean’s Dissertation Fellowship (Graduate School – Rutgers Newark)
- 2021 - 22      Academy of Management (AOM) Doctoral Fellowship – Public and Nonprofit  
Association for Research in Nonprofit Organizations and Voluntary Action  
(ARNOVA) Doctoral Fellowship
- 2020-2021      Rutgers SPAA- Teaching Fellowship
- 2018-2020      Rutgers SPAA- Graduate Research Fellowship
- 2016-2017      Mitacs Globalink Research Fellowship (\$10k) Saskatoon, Canada

### **Selected Conference Participation**

- 2021      **Gupta, A.** and Manoharan, A. “The Role of Mission and Vision Statements in Fostering Trust: A Nonprofit Branding Perspective”, *Association for Research on Nonprofit Organizations and Voluntary Action's (ARNOVA) 50th Annual Conference, Virtually presented, 2021*
- Gupta, A & Mao. H** “The Impact of COVID-19 on Social Media Engagement: The Arts and Culture Nonprofits Perspective,” *American Society for Public Administration (ASPA) 2021 Annual Conference, Virtual, April 2021.* (with H. Mao)
- Gupta, A.** “Emerging Collaborative Social Networks as Crisis Mitigation Strategy - The case of the Indian Education Sector,” *American Society for Public Administration (ASPA) 2021 Annual Conference, Virtual, April 2021.*
- Gupta, A.** “Social Media and Collaboration: The Impact on Nonprofits during periods of crisis,” *West Coast Nonprofit Data Conference, Virtual, April 2021.*
- 2020      **Gupta, A.** “Nonprofit Organizations and Student Philanthropy: The Role of Social Media,” *Association for Research on Nonprofit Organizations and Voluntary Action's (ARNOVA) 49th Annual Conference, Virtual, November 2020.*

### **Teaching Experience**

Summer 2021	Instructor, SPAA, Rutgers University-Newark <i>Course: Human Resources Administration, MPA Level (Synchronous, Online)</i>
Spring 2021	Instructor, SPAA, Rutgers University-Newark <i>Course: Technology and Public Administration, MPA level (Synchronous, Online)</i>
Fall 2020	Instructor, SPAA, Rutgers University-Newark <i>Course: Leadership and Diversity, MPA level (Synchronous, Online)</i>
Spring 2020	Teaching Assistant for Dr. Frank Thompson

### **Research Experience**

2021 (Spring) 2019 – 2020	Research Assistant, Dr. Norma Riccucci and Dr. Gregg Van Ryzin Research Assistant, Dr. Domonic Bearfield, Dr. Lois Warner, and Dr. Stephanie Newbold
2019-2020	Research Assistant, Dr. Frank Thompson and Dr. Norma Riccucci
2018-2019	<i>Copy Editor, Journal of Public and Nonprofit Administration, SPAA, Rutgers University-Newark</i> Under the leadership of Dr. Lindsey McDougle
2014-2015	<i>Research Assistant, Indian Institute of Technology, Chennai</i> Under the leadership of Dr. Binitha Thampi and Dr. Solomon Benjamin

### **Non-Research Experience**

2021- 2022 2017-2018	<i>Communications Coordinator, SPAA, Rutgers University-Newark</i> <i>Product Marketing Associate, Freshworks - Chennai</i>
2016-2018	<i>Product Marketing Associate, Zoho - Chennai</i>
2014-2015	<i>Research Associate, Centre for Civil Society, New Delhi, India</i>
2015	<i>Marketing and Outreach, The Saskatoon CarShare Cooperative, Saskatoon</i>

### **Service to Profession**

2021- *Student Member, South Asian Section on Public Administration (SASPA), ASPA*

*Social Media Volunteer, South Asian Section on Public Administration (SASPA), ASPA*

### **Departmental Service**

2021- Vice President, SPAA PhD Club, Rutgers University-Newark

Co-founder, SPAA PhD Club, Rutgers University-Newark

### **Professional Development**

2021 Selected Participant, Doctoral Fellowship Doctoral Student Professional Development Consortium, Public and Nonprofit Division, Academy of Management (AoM) Annual Conference

Selected Participant, Doctoral Fellowship Workshop, Association for Research in Nonprofit Organizations and Voluntary Action (ARNOVA) Annual Conference

### **Training & Skills**

*Quantitative* Regression & Mediation Analysis, Survey Design & Measurement, Experimental Analysis, STATA (Proficient)

*Qualitative* Interviews, Content Analysis, NVivo (Intermediate), Qualtrics (Intermediate)

*Computational* Twitter text analysis (Intermediate), Social Network Analysis (Beginner)