



Dr. Priya Gupta
Associate Professor
ABVSM&E, JNU

e-mail: priyagupta@mail.jnu.ac.in

Phone No. 011-26738841

Dr. Priya Gupta is working as an Associate Professor at ABV-SME, Jawahar Lal Nehru University. Prior to her joining JNU, she was working in the Department of Computer Science at Maharaja Agrasen College, University of Delhi and Department of Financial Studies/Management/Computer Science at Shaheed Sukhdev College of Business Studies, University of Delhi and Department of Information Technology at Amity Business School. She has more than 15 years of teaching experience. Prior to teaching she has worked with Indian Railways (Northern Zone) in various capacities for more than 5 years. Her educational qualification includes MCA, M.Phil(Computer Science), JRF (Computer Science and Application) and Ph.D from Birla Institute of Technology (Mesra), Ranchi. The book titled “CRM System and Cross Selling in Indian Banking Industry” is the outcome of her thesis. She has also authored book titled “Innovation in Payment Systems – An Approach towards Cashless Mandis” and “Banking the Unbanked- A Step towards Financial Inclusion in Indian Mandis”. She has also edited book titled “Innovative Minds – Technocrats with Vision” (Unfolding the dimensions of Compiler Design and Microprocessor) - Volume I and “Innovative Minds – Technocrats with Vision” (Unfolding the dimension of Artificial Intelligence and information Security) - Volume – II. She has presented and published more than 20 research papers in National and International Journal of repute. Her research interest lies in the area of Data Science, Machine Learning, Theory of computation, Compiler Design, Data Mining, Artificial Intelligence, Customer Relationship Management System, Management Information System etc. She has also associated with the consultancy projects of Ministry of Sports, Govt. of India.