



**MEGHA GUPTA Ph.D.**

Assistant Professor

Department of Tourism and Hotel Management

Kurukshetra University, Kurukshetra

(M) 9466620791

Email: [meghagupta.hm@kuk.ac.in](mailto:meghagupta.hm@kuk.ac.in)  
[megha.ambardar@gmail.com](mailto:megha.ambardar@gmail.com)

**OBJECTIVE:** To realize myself in terms of satisfaction & prosperity, satisfaction that results from a mutual fruitful relationship. I am looking for an organization that will appreciate and draw on my skills, creativity, intelligence & hard work and will create avenues for personal and professional growth.

**PROFESSIONAL QUALIFICATION**

- **Ph.D** “Issues and trends in gender equality in Indian hotel industry: A study of National Capital Region” (2013) from Department of Tourism & Hotel Management, Kurukshetra University.
- **Masters in Hotel Management (M.H.M)** - from Department of Tourism and Hotel Management with 1<sup>st</sup> Division in 2004.
- **Graduation in Home Science** - Hindu Girls College, YamunaNagar, Haryana (Kurukshetra University) with 1<sup>st</sup> Division in 2000.

**COURSES ATTENDED**

- Two - Days Short-Term Course organised by UGC-Academic Staff College, Kurukshetra University, Kurukshetra (19-20 September, 2013).
- Two - Days Short-Term Course organised by UGC-Academic Staff College, Kurukshetra University, Kurukshetra (30-31 October, 2012).

**PROFESSIONAL EXPERIENCE**

- **Total Work Experience: 20 Years+**  
Courses Taught-(Ph.D course work, MHM, MTTM, MBA (Hospitality), M.Sc. Hospitality, B.Sc HHA, BHM&CT, DHM)

From 2008 working with **Department of Tourism and Hotel Management, Kurukshetra University Kurukshetra, Haryana**, as Assistant Professor

- Worked as lecturer for House Keeping and Training Coordinator for M.Sc/ BSc in Airlines, Tourism and Hospitality Management and BHM&CT with **C.T. Institute of Hotel Management and Catering Technology, Jalandhar, Punjab** approved by AICTE and affiliated to Punjab Technical University from 4<sup>th</sup> August 2005 to 18<sup>th</sup> October 2007.
- Worked as lecturer for Housekeeping and Training Coordinator for BHM&CT and DHM&CT with **Maharishi Markandeshwar Institute of Hotel Management & Catering Technology, MM University, Mullana (Ambala)** from 6<sup>th</sup> August 2004 to 3<sup>rd</sup> August 2005.

#### RESEARCH EXPERIENCE

Got two years scholarship so joined URS program (University Research Scholar) in the Department of Tourism and Hotel Management KUK from 12<sup>th</sup> Feb. 2008 to 11<sup>th</sup> August 2008.

#### RESEARCH GUIDING EXPERIENCE:

S.no.	Topic	Name of candidate	Status
1.	Job satisfaction among Front Line Staff of Hotels: A Comparative study of Public and Private Hotels in Three Districts of Himachal Pradesh	Dr. Suresh Kumar Chauhan	Awarded July, 2021

#### RESEARCH PAPERS PUBLISHED IN JOURNALS

1. **Megha Gupta**, Rajiv Ruliya, Ankush Ambardar (2026), Tourists' intention towards local food: a case study of Amritsar, International Journal of Indian Culture and Business Management, Vol. 37, No. 1, pp:62-78 ISSN online 1753-0814 ISSN print 1753-0806 [Web of Science]. DOI: 10.1504/IJICBM.2023.10069283.
2. Shashi Shekhar Mishra, Rajiv Ruliya, Ankush Ambardar, **Megha Gupta Ambardar** (2025), Local culinary traditions and their impact on tourist satisfaction and sustainable branding, International Journal of Gastronomy and Food Science, Volume 42, 101382, ISSN 1878-450X, <https://doi.org/10.1016/j.ijgfs.2025.101382> [Scopus Indexed].
3. Ankush Ambardar, **Megha Gupta**, Mohinder Chand, Mahesh Wadhwa (2025) Unveiling the Allure: Exploring Factors of Destination Attractiveness of “Krishna Circuit” International Journal of Hospitality & Tourism Systems, Volume 18, Issue-3, pp: 119-133 (ISSN: 0947-6250) (Impact Factor - 2.75) [Scopus Indexed].

4. Ankush Ambardar, **Megha Ambardar**, Rajiv (2024) Impact of Cuisine on Overall Tour Experience: A Study of North Indian Destinations, International Journal of Hospitality & Tourism Systems, Volume 17, Issue-1, pp: 73-87 (ISSN: 0947-6250) (Impact Factor - 2.75) [**Scopus Indexed**].
5. Mohinder Chand, Ankush Ambardar, Megha Gupta and Kusum (2022) Impact of Reward, Recognition and Welfare on Employee Engagement, in International Journal of Hospitality & Tourism Systems, Volume 15, Issue-2, pp: 79-88 (ISSN: 0947-6250) (Impact Factor - 2.75) [**Scopus Indexed**].
6. Ankush Ambardar, Sonam Angmo, Megha Ambardar (2020) Tourism Impacts: A Study of Tourist Perception in Leh, in International Journal of Hospitality & Tourism Systems, Volume 13, Issue-2, pp: 88-95 (ISSN: 0947-6250) (Impact Factor - 2.75) [**Scopus Indexed**].
7. Suresh Chauchan, Kusum, **Megha Gupta** (2020) Factors Contributing to Job Satisfaction: A Study Of Hotels in Himachal Pradesh, BI-LINGUAL INTERNATIONAL RESEARCH JOURNAL, Vol. 10 (40), pp 180-185 (ISSN - 2229-3620)
8. Suresh Chauchan, Kusum, **Megha Gupta** (2020) A study on Factors Influencing Job Satisfaction of Hotel Industry in Himachal Pradesh, Studies in Indian Place Names, Vol. 40 (3) pp 2278 (ISSN: 2394-3114)
9. Kusum, **Megha Gupta**, Suresh Chauchan (2020) A Study on Comparison of Job Satisfaction among Public and Private Hotel Employees of Himachal Pradesh, Parishodh Journal, Vol. IX, Issue III, (ISSN NO:2347-6648)
10. Ankush Ambardar, **Megha Gupta**, Kunal Reheja and Sonam Angmo ( 2020) Ergonomics Assessment: A Study of Front Office Employees, Our Heritage Journal, Vol. 68 ( 1) pp 10154 (ISSN: 0474-9030)
11. Kusum, **Megha Gupta** (2019) Quality of Work Life among Employees of Multinational Travel Agencies: A Study of Delhi and National Capital Region, International Journal of Research and Analytical Reviews, special issue, pp 360-368, (ISSN: 2349-5138) (e ISSN: 2348-1269) (UGC Approval no: 43602) (Impact Factor- 5.75)

12. Ankush Ambardar, **Megha Gupta** and Amrik Singh (2017) Quality of Work Life Practices among Star Categorised Hotels: An Empirical Study, *Researcher-A Multidisciplinary Journal*, Vol. XIII No.1, (ISSN: 2278-9022)
13. **Megha Gupta** (2015) Reducing Stress through Spiritual Training in Hotel Industry, *Paripex-Indian Journal of Research*, Vol-4 (7) pp 424 (ISSN: 22501991) (Impact Factor - 3.4163).
14. Ankush Ambardar and **Megha Gupta** (2015) Green Hotels: A Step towards Environmental Sustainability, *Global Journal for Research Analysis*, Vol-4 (3) pp 50-51 (ISSN: 22778160) (Impact Factor - 3.1218).
15. Ankush Ambardar and **Megha Gupta** (2015) Chef's Perception Towards Convenience Foods: An Exploratory Study, *Indian Journal of Applied Research*, Vol-5 (3) pp 40-41.(ISSN: 2249 - 555X)( Impact Factor-2.1652)
16. Ankush Ambardar and **Megha Gupta** (2012) Factors Influencing Customers Perception Towards Selecting A Restaurant in UT, Chandigarh: An Exploratory Study, *International Journal of Hospitality Business and Research*, Volume 3 (1) pp-20-37 (ISSN: 09767789).
17. Manjula Chaudhary and **Megha Gupta** (2011). Gender Sensitivity in Indian Hotel Industry: A Study of Selected Hotels, *Tourism Development Journal* (An International Research Journal), Volume 9 (1) pp 61-75 (ISSN: 09757376).
18. Manjula Chaudhary and **Megha Gupta** (2010). Gender Equality In Indian Hotel Industry- A Study Of Perception Of Male And Female Employees, *International Journal of Hospitality And Tourism Systems (IJHTS)*, Volume 3 (1) pp 68-89 (ISSN: 09746250) (Impact Factor - 2.575).
19. **Megha Gupta** and Amit Kumar (2009) Customer Satisfaction with Low Cost Airlines in India: An Empirical Study, *South Asian Journal of Tourism & Heritage, SAJTH*, Vol-2 (1) pp 119-133 (ISSN: 09745432) (Impact Factor - 1.1).

#### RESEARCH PAPERS PUBLISHED IN INTERNATIONAL EDITED BOOKS

1. Shiv Raj, **Megha Gupta**, Meenakshi Kumari (2025) Traditional food and indigenous farming of the Baiga Tribe: Livelihoods and Modernization Impacts in "Tribal Knowledge Systems Tracing the Roots" Debanjana Nag, Kusum (ISBN: 9781041150671).

2. Sahil Saini, Abhishek Ghai, **Megha Gupta** (2025) Assessing the role of augmented reality in shaping the future of hotel industry: A literature-based perspective, in “AI and the Future of Smart Cooking” Shukla, A.; Yadav, N.; Seal, P.P.; Tiwari, A., IGI Global, USA (ISBN: 9798337340449). [**Scopus Indexed**]
3. S.S. Boora, Kusum, **Megha Gupta** (2019) Perception of Inbound Tour Operators of India towards Marketing Strategies of Ministry of Tourism, in “Hand book of Research on International Travel Agency and Tour Operation Management” Dhiman, M.C.; Chauhan, V., IGI Global, USA (ISBN: 9781522584346).
4. **Megha Gupta** (2015), Gender Equality Policies in Indian Hotel Industry: A Study of Selected Hotels, in "International Tourism and Hospitality in the Digital Age", Kumar, S; Dhiman, M.C.; Dahiya, A., IGI Global, USA (ISBN : 978-1-4666-8268-9). [**Scopus Indexed**]

#### DEVELOPMENT OF COURSE MATERIAL FOR DISTANCE EDUCATION

- Directorate of Distance Education, Kurukshetra University Kurukshetra: MBA

#### DEVELOPMENT OF E-LEARNING DELIEVERY PROCESS/ MATERIAL

- Have developed and recorded content of Front Office Operations & Management for e-pgPathshala,UGC-MHRD (6 Modules). Same can be retrieved from : [eppg.inflibnet.ac.in/view\\_f.php?category=1829](http://eppg.inflibnet.ac.in/view_f.php?category=1829)

#### RESEARCH PAPERS PRESENTED IN INTERNATIONAL CONFERENCES/ SEMINARS

1. Quality of Work Life among Employees of Multinational Travel Agencies: A Study of Delhi and National Capital Region, presented in 2<sup>nd</sup> International Conference (ICOHST-2019) on “Advancement in Hospitality and Tourism Industry: A Way Ahead” organized by Faculty of Hospitality, GNA University in association with Indian Tourism and hospitality Congress (ITHC), held on 27<sup>th</sup> April, 2019.
2. Mental Health Tourism: Opportunities for Stakeholders of Kurukshetra in International Seminar on “ Making New India: Insights from Bhagvad- Gita” organized by Department of Tourism & Hotel Management, Commerce, Sanskrit, Pali & Prakrit, Philosophy and University School of Management, Kurukshetra University, held on 13<sup>th</sup> December, 2018.
3. Visiting Kurukshetra for Self Enlightenment: Study of Tourists Visiting Kurukshetra in International Seminar on “ Exploring Self in Digital Age- The Perspective of Shrimadbhagavadgita Philosophy” organized by Department of Tourism & Hotel Management, University school of Management, Department of Sanskrit, Pali & Prakrit and Department of Philosophy, Kurukshetra University, held on 25<sup>th</sup> November, 2017.
4. Significance of Spiritual Training, presented in International seminar on “Bhagavad Gita: Holistic Life Management and World Harmony Tourism Motivation” organized by DTHM, Kurukshetra University, held on December 6 -9, 2016.

5. Taxonomy of spiritual tourist experiences and marketing strategies: A case study of Kurukshetra, presented in International seminar on “Bhagavad Gita: Holistic Life Management and World Harmony Tourism Motivation” organized by DTHM, Kurukshetra University, held on December 6 -9, 2016.
6. Trends in housekeeping operations, presented in International seminar on “Contemporary practices trends and innovations in hospitality & tourism” organized by Faculty of Hospitality, GNA, University, Phagwara, held on November 12, 2016.
7. Hospitality industry in India: A SWOT Analysis, presented in International seminar on “Tourism & Hospitality: Beyond the agenda of one billion tourist and one billion opportunities” organized by UIHTM, Panjab University, Chandigarh, held on September 19-20, 2015.
8. Factors influencing for going green: A study of North Indian Hotels, presented in International Conference on "Paradigm Shifts in Global Hospitality & Tourism Industry" organised by IHTM, MDU, Rohtak, held on March 25-26, 2014.
9. Culture & Employees Performance: An Empirical analysis of Indian Hotel Industry, presented in International Conference on "Nourishing the Balance of the Universe: Through Tourism & Cultures" at Institute of Tourism & Hotel Management, Dev Sanskriti University Hardwar, held on May 3-5, 2012.
10. Issues in Gender Equality in Tourism : A Study of NCR presented in International Conference on “Destination Image and Branding- Strategies and Implications” organized by Department of Tourism Administration, Institute of Vocational Studies, H.P. University, Shimla, held on September 11 –12, 2009.

#### RESEARCH PAPERS PRESENTED IN NATIONAL CONFERENCES/ SEMINARS

1. Effect of Technology on overall Guest Experience: A Study of Indian Hotel Industry in National Conference on Synergizing Tourism Trade & Technology for Peace & Development Vision, Roadmap & Strategies organized by Chandigarh University held at UIHTM, Chandigarh on 20<sup>th</sup> January 2017.
2. Sustainable Tourism Education among Tour Operators – A Study of Delhi NCR in National Seminar on “Tourism Education & Skill Development: Prognosis & Prospects” organized by Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra, held on 18th March, 2017.
3. Impact of Sustainable Hotel Practice on Guest retention, presented in National Conference on “ Tourism for All: Augmenting Curricular Aspects of Tourism and Hospitality Education” Organized by UIHTM, Panjab University, Chandigarh, held on February 27<sup>th</sup>- 28<sup>th</sup>, 2016.
4. Community Based Eco-Tourism : A Study of Soliga Tribes, presented in National Seminar on "Tourism for Communities & Communities for Tourism" organised by Department of Tourism & Hospitality, Maharaja Agrasen University, Baddi, H.P., held on September 20, 2014.
5. Training Practices in Food & Beverage Service Industry, presented in National Seminar on "Food & Beverage Service Industry: Modernization, Innovations and Opportunities"

organised by UIHMT, Panjab University, Chandigarh, held on October 31- November 1, 2014.

6. Looking for sustainability in hospitality industry, presented in National Seminar on "Green Hospitality and Tourism Industry: Status Trends and Future Prospects, organised by UIHMT, Panjab University, Chandigarh, held on February 8-9, 2014.
7. E-procurement: An Emerging tool for the restaurant supply chain management, presented in National Seminar on "Applications of Science and Technology for Sustaining Tourism and Hospitality Industry: Bridging Theory and Practice" organised by CMTHS, HNB Garwal University, held on November 28 -29, 2013.
8. The impacts of training programmes on employee performance, presented in National Seminar on "Hospitality growth & development under globalisation: Features industry experts & academicians sharing innovation, technology, environment & HR practices" organized by MMICT&BM, MM University, Ambala, held on November 15-16, 2013.
9. An evaluation of hotel management study programmes in India : Industry Perspectives, presented in National Seminar on "Industry-Academia Interface: Challenges Before Tourism Education" organised by Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra, held on February 23, 2013.
10. Quality of work life among employees of hotel industry : A study of North Indian Hotels, presented in National Seminar on "One Billion Tourists, One Billion Opportunities" organized by UIHMT, Panjab University, Chandigarh, held on February 15-16, 2013.
11. Gender Sensitive Policies for Sustainable Development of Indian Hotel Industry- A Study of Selected Hotels, presented in National Seminar on "Tourism Planning and Development in India: Setting Agenda for Tourism Research" at Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra, held on February 28- 29, 2012.
12. Service Quality in Budget Hotels of North India, presented in National Seminar on "Tourism And Hospitality Industry: Omissions, Innovations And Challenges" at University Institute of Hotel Management and Tourism, Panjab University, Chandigarh, held on October 15- 16, 2011.
13. Issues in Gender Equality in Tourism : A Study of NCR presented in International Conference on "Destination Image and Branding- Strategies and Implications" organized by Department of Tourism Administration, Institute of Vocational Studies, H.P. University, Shimla, held on September 11 –12, 2009.
14. Customer Satisfaction with Lows Cost Airlines in India: An Empirical Study, presented in National Conference on "Indian Civil Aviation Sector: Future Directions" organized by Indian Institute of Tourism and Travel Management and Indian Tourism Congress at Gwalior, held on January 17-18, 2009.
15. Training Tools used in hospitality industry, presented in National Seminar on "Tourism in India: Prognosis and Strategies" organized by CT Institute of Hotel Management & Catering Technology, Jalandhar, held on March 25- 26, 2006.

#### **SEMINARS / CONFERENCES / WORKSHOPS ATTENDED**

- National Workshop on “Mainstreaming Gender in Higher Education” organized by Women’s Studies Research Centre, Kurukshetra University, Kurukshetra held on September 13-15, 2017.
- International seminar on “Bhagavad Gita: Holistic Life Management and World Harmony Tourism Motivation” organized by DTHM, Kurukshetra University, held on December 6 -9, 2016.
- International seminar on “Contemporary practices trends and innovations in hospitality & tourism” organized by Faculty of Hospitality, GNA, University, Phagwara, held on November 12, 2016.
- “Legal Awareness Programme” organized by Women’s Studies Research Centre, KUK in collaboration with National Commission for Women, New Delhi held on October 6-7, 2016.
- International seminar on “Tourism & Hospitality: Beyond the agenda of one billion tourist and one billion opportunities” organized by UIHTM, Panjab University, Chandigarh, held on September 19-20, 2015.
- National Seminar on “Tourism for all: Augmenting curriculum aspects of tourism and hospitality education” organized by UIHTM, Panjab University, Chandigarh, held on February 27 -28, 2015.
- National Seminar on "Tourism for Communities & Communities for Tourism" organised by Department of Tourism & Hospitality, Maharaja Agrasen University, Baddi, H.P., held on September 20 , 2014.
- National Seminar on "Food & Beverage Service Industry: Modernization, Innovations and Opportunities" organized by UIHMT, Panjab University, Chandigarh, held on October 31 – 1 November, 2014.
- International Conference on "Paradigm Shifts in Global Hospitality & Tourism Industry" organised by MMICT&BM, MM University, Ambala, held on March 25 -26, 2014.
- National Seminar on " Green Hospitality and Tourism Industry: Status Trends and Future Prospects, organised by UIHMT, Panjab University, Chandigarh, held on February 8 -9, 2014.
- National Seminar on "Applications of Science and Technology for Sustaining Tourism and Hospitality Industry: Bridging Theory and Practice" organised by CMTHS, HNB Garwal University, held on November 28 -29, 2013.
- National Seminar on "Hospitality growth & development under globalisation: Features industry experts & academicians sharing innovation, technology, environment & HR practies" organised by MMICT&BM, MM University, Ambala, held on November 15-16, 2013.
- National Seminar on "Industry-Academia Interface: Challenges Before Tourism Education" organised by Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra, held on February 23 2013.
- National Seminar on "One Billion Tourists, One Billion Opportunities" organised by UIHMT, Panjab University, Chandigarh, held on February 15- 16, 2013.
- One Day Workshop on "Designing Course Curriculum for U.G. Courses in Tourism & Hospitality, organised by Department of Tourism and Hotel Management, Kurukshetra



University Kurukshetra, held on November 10 , 2012.

- International Conference on "Nourishing the Balance of the Universe: Through Tourism & Cultures" at Institute of Tourism & Hotel Management, Dev Sanskriti University Hardwar, held on May 3-5, 2012.
- National Seminar on "Tourism Planning and Development in India: Setting Agenda for Tourism Research" at Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra, held on February 28- 29, 2012.
- National Seminar on "Tourism And Hospitality Industry: Omissions, Innovations And Challenges" at University Institute of Hotel Management and Tourism, Panjab University, Chandigarh, held on October 15- 16, 2011.
- One Day Workshop on "Responding To The Changing Consumer Needs in Hospitality and Tourism Industry", organised by Department of Tourism and Hotel Management, Kurukshetra University Kurukshetra, held on March 26, 2011.
- One Day Workshop on "The Future Directions of Tourism and Hospitality Management Education in India, organised by Department of Tourism and Hotel Management, Kurukshetra University Kurukshetra, held on February 20, 2010.
- National Conference on “Indian Civil Aviation Sector: Future Directions” organized by Indian Institute of Tourism and Travel Management and Indian Tourism Congress at Gwalior, held on January 17- 18, 2009.
- National Seminar on “Kurukshetra: Planning for World Heritage City” organised by Department of Tourism and Hotel Management, Kurukshetra University Kurukshetra, held on December 7, 2008.
- National Seminar on “Tourism Education: Meeting HR Challenges for Future” organised by Department of Tourism and Hotel Management, Kurukshetra University Kurukshetra, held on March 14 -15, 2008.
- National Seminar on "Tourism in India: Prognosis and Strategies" organized by CT Institute of Hotel Management & Catering Technology, Jalandhar, held on March 25– 26, 2006.
- Faculty development programme on "Changing Dimensions in Pedagogy of Accounting" organized by Punjab Commerce & Manabement Association (Regd.), held at CT Institute of Management and Information Technology Jalandhar August 27 – 28, 2005.

## **INDUSTRIAL EXPOSURE**

- SELECT HOLIDAY RESORTS Ltd. at The Heritage Village Manesar (Gurgaon) – Haryana in Housekeeping, F & B Service, Front Office departments. Duration: 6 month
- Raddison Delhi, in Human Resource and Marketing Department. (December 20, 2003 to February 02, 2004).

### **EXTRA CURRICULAR ACTIVITIES**

- Participated in CT Half Marathon 2007, organised by CT Group of Institutions.
- Member of organising team at various events organized in the Department of Tourism & Hotel Management.

### **PERSONAL DETAILS**

Date of Birth: 17th May 1980  
Marital Status: Married  
Father Name: Dr. Y.K.Gupta  
Language Known: Hindi, English  
Residential Address: 421, Sector-5, Urban Estate Kurukshetra, Haryana

(MEGHA GUPTA)