Dr. Sonal kapoor
Associate Professor

ITS –School of Management

Dr. Sonal Kapoor - Associate Professor at ITS –School of Management, Ghaziabad, with over 25 years of rich experience in teaching at various institutes, academic leadership and student mentorship across IT and management disciplines. She holds a Ph.D. in Computer Science along with PGDM, MCA, M.Com and Doeacc'A' level**,** bringing a strong interdisciplinary perspective to management education.

Her core teaching and research interests include **Business Analytics using Power BI, AI for Managers, Data Analytics using Python , Entrepreneurship Development and Emerging Technologies in Business**. She actively mentors PGDM students, fostering analytical thinking, innovation and industry-ready competencies.

Dr. Kapoor has contributed to academic research with a **book chapter published by CRC Press (Taylor & Francis), a Scopus-indexed publication** titled ***"SMART Business Model – An Analytical Approach to Astute Data Mining for Successful Organization***, focusing on data-driven business models and analytical approaches to organizational success. She is also deeply engaged in innovation and entrepreneurship mentoring. Under her guidance, **student projects have been recognized at premier platforms such as IIT Delhi and IIT Bombay (EUREKA)**. In recognition of her impactful mentorship, she was honored among the **Top 1000 Mentors at the Youth Ideathon 2025 at IIT Delhi (ThinkStartup Initiative)**.

Beyond teaching and research, she plays a pivotal role in academic leadership as **Coordinator of the Entrepreneurship Development Cell and Convener of academic events and conferences**. She is also actively involved in curriculum design, industry-oriented academic initiatives and student innovation programs.

Dr. Kapoor further contributes to social impact as a **Skill Enhancement Trainer with SUNDESH, the CSR initiative of Dabur India Ltd.**, where she conducts **food preservation and livelihood training programs for underprivileged women**, promoting entrepreneurship and sustainable skill development.

Through her integrated approach combining **analytics, technology, innovation and entrepreneurship**, she continues to inspire students toward **future-ready leadership, responsible innovation and inclusive growth**.