

Dheepa Sundaram is an Assistant Professor of Hindu Studies at the University of Denver. She holds a Ph.D. in Comparative Literature from the University of Illinois. She is a scholar of South Asian performance, ritual, and digital culture whose research examines the formation of (trans)national virtual religious publics through online platforms, social media, apps, and emerging technologies such as virtual reality. Her monograph project *Globalizing Dharma: Digital Salvation and Building a Hindu "Brand"* shows how commercial ritual websites fashion a new, digital canon for Hindu religious praxis, effectively "branding" religious identities through a neoliberal "Vedicizing" of virtual spaces. She currently serves on program unit steering committees for Religions in South Asia and Religion, Media, and Culture in the American Academy of Religion.