

RESUME



DR. SANJEEV KUMAR SINGH

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PhD, MBA (Marketing)

Brief Profile

With a varied experience of 18 years in corporate, academics and research, Dr. Singh is currently associated with Apeejay Institute of Management Technical Campus, Jalandhar, as Assistant Professor (Senior Scale)- Marketing area. Having extensive experience of Industry and Academics in the area of Marketing & Sales, he also managed diverse responsibilities in addition to the regular Academic/Teaching assignments, as Academic Coordinator, Research Project Guide, Project Evaluator and Career Counselor. He is dealing with multiple academic and administrative activities associated to the budding managers and faculty-members. He also has been coordinating the Co-Curricular activities, organized in the institute campus and at different occasions.

He earned PhD, in the area of Retail Service Marketing, and MBA with specialization in Marketing Management. The areas of interest for teaching are: Services marketing, Strategic Marketing, Consumer Behavior, Customer Relationship Management, Marketing Management, etc.

He has also authored and shared several chapters in different edited books. There are several research papers and book reviews publication in his account. He also presented several research papers in different International and National Conferences and Seminars. Besides this, he is actively involved in Academic Research & development work.

Recently, a book titled “Antardvand” (a collection of poetry and thoughts in Hindi language) published by Bharti Publications, New Delhi- ISBN: 9789381212943 (also available for online sales on www.amazon.in).

Last Affiliation (Before this Campus)

Assistant Professor (Senior Grade)- Marketing and Academic Coordinator at Apeejay Institute of Technology – School of Management (AIT-SM), Greater Noida from June 28, 2008 to September 19, 2016.

Administrative Responsibilities in addition to the regular academic/ teaching assignments while working at AIT-SM, Greater Noida-

- Academic Coordinator - PGDM Program
- Coordinator –Extra Curricular Activities

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Academic Overview

- Ph.D in Management stream from JIIT University, Noida on the topic “**Development of Service Quality Measurement Scale for Grocery Retail Stores**” in March 2013.
 - M.B.A. with specialization in Marketing Management from L.N. Mishra College of Business Management, Muzaffarpur, (an Autonomous College under B.R.A. Bihar University, Muzaffarpur) in 1998.
 - B.A. (Hons.) from B.R.A. Bihar University, Muzaffarpur in 1995.
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Career Highlights (18 years)

Academic Experience (in addition to current affiliation)

- Assistant Professor- Marketing at “Career Institute of Technology and Management (CITM, now Manav Rachna International University), Faridabad” from July 06, 2007 to June 27, 2008.
 - Coordinator- MBA
 - Coordinator –Extra Curricular Activities
- Sr. Lecturer at “Institute of Management & Technology (IMT), Faridabad from August 14, 2006 to July 04, 2007.
- Sr. Lecturer at “Center for Management Technology, Greater Noida” from August 02, 2003- August 11, 2006.

Industry Experience

- Assistant Manager- Sales in **Creative Telecom Pvt. Ltd.**, New Delhi from January 01, 2001 to July 31, 2003.

Company Profile: A pioneer company dealing in manufacturing and marketing of EPABX systems, under brand name- ‘Creative’.

- **Responsibilities-** Managing Dealer –Distributor Network and Govt. sales. Reporting to the G.M.-Sales & Marketing, about the ultimate results & feedback. I also supervised MBA students in their Vocational Training & final Project preparation.
- Worked as Marketing Executive in **Delite Furniture Industries Pvt. Ltd.**, New Delhi from June 01, 1998 to December 31, 2000.

Company Profile: A reputed company dealing in manufacturing and marketing of Office Automation Furniture under brand name – ‘Delite Hi-Tech’.

- **Responsibilities-** Handling sales and marketing with Govt. dept. through Super Bazaar, Kendriya Bhandar and NCCF. I exceeded the target most of the times.

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Areas of Interest

- Marketing Management
- Services Marketing
- Customer Relationship Management
- Consumer Behaviour
- Retail Management

Papers /Research Articles Published in International/National/ Refereed Journal

- A paper titled “Social Quality and Quality of Work Life Outline the Employees’ Quality of Life in Indian Public Sector: An Investigation” has been published in “Independent Journal of Management & Production (IJM&P), Brazil” ISSN No. 2236-269X, Vol. 7, No. 3, Page No. 872-889, July- Sep 2016.
- A paper titled “Corporate Social Responsibility: Trend and Issues” has been published in “Journal of Advanced Research in HR and Organizational Management”, ISSN: 2454-3268, Vol.2, No. 1&2, 2015 <http://management.adrpublications.com/index.php/JoARHROM/issue/view/26>.
- A paper titled “Managing Intellectual Capital: The Strategic Approach” published in the edited book “Innovation & Creativity Management” published by Bharti Publications New Delhi, ISBN No. 978-93-85000-26-3, July 2015, chapter 06, Page No.54-57.
- A paper titled “Go Green: The New Approach for a Sustainable HR Strategy ” published in the edited book “Futuristic Human Resource and Strategic Management” published by Bharti Publications New Delhi, ISBN No. 978-93-81212-71-4, July 2014, chapter 01, Page No. 01-07.
- A paper titled “Employee Perception towards Performance Appraisal Program in Packaging Industry” has been published in the “Journal of Strategic Human Resource Management (A Peer Reviewed Journal of Publishing India Group)”, ISSN No. 2277-2138, Vol. 3, Issue. 1, Page No. 16-22, March 2014.
- A book review on “CRM: Customer Relationship Management” published in the “Apeejay - Journal of Management Sciences and Technology”, ISSN -2347-5005, Vol. 2, No. 1, Page No. 41-42, February 2014.
- A paper titled “Training and Development in FMCG Company: An Investigation” published in “International Journal of Organizational Behaviour & Business Management Perspectives” ISSN (P):2279-0950, (O):2279-0969, Vol. 2, No. 4, Page No.590-596, October – December, 2013.
- A paper titled “Applicability and Suitability of RSQS on Grocery Stores”, published in the journal “ITM n Ach”, ISSN 0975 – 3249, Vol. 6, No. 1, Page No. 78- 88, April 2012.

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- A paper titled “Training Initiatives and Practices in Cement and Construction Industries” published in “NSB Management Journal (NMR)”, ISSN No. 0974-3286, August 2011.
- A paper titled “A Chronological Study of Service Quality Research on Retail Sector”, published in VSRD Journal of Business Management Research, ISSN 2231 – 248X, Vol. 1, No. 6, Page No. 362- 369, August 2011.
- A paper titled “ Supply Chain Management– Practices, Prospects and Challenges” published in the edited book “Application of IT and Management in Economic Growth” published by Deep & Deep Publications New Delhi, 2008, chapter 35, Page No.349-360.
- A paper titled “Managing Customer Churn- The Winning Age” published in the Journal of Management ‘APEEJAY’, Vol. II, No.2, Winter 2008, Page No. - 93-100.
- A paper titled “Organizational Transformation through Learning& Knowledge Management” published in the Journal of Management- “GYANJYOTI” by GJIMT, Mohali in April- 2007.
- A paper titled “Retail Service Quality: An Indian Research Perspective” published in the Journal of Management& Technology ‘MANGALMAY’, Vol.1, No.1, Page No. 36-42, July-Dec 2006.

Paper Presentation in International and National Conferences/Seminars

- Presented a paper titled “Employee Attitude towards imparting Re-Skilling Training for make in India Initiative” in the National Seminar on “Make in India- Problems and Prospects (MIPP- 2016) at Deen Dayal Upadhyay Kaushal Kendra, RGSC, BHU, Varanasi on March 18, 2016.
- Presented a paper titled “Measuring Intellectual Capital of Private and Public Universities: An Empirical Study” in the 2nd International Conference on “Innovation and Creativity Management: Future for Sustainable Development” at Institute of Management Studies, Ghaziabad, India, on November 29, 2014.
- Presented a paper titled “Understanding the Changing Women’s Attitude towards Fashion Clothing and Accessories in Delhi NCR” in the International Conference on “Reinventing Management Strategy: The Design for Future” at Institute of Management Studies, Ghaziabad, India, on November 30, 2013.
- Presented a paper titled “Recession and Higher Education: Impact, Challenges and Path Ahead...” at National Conference on “Global Meltdown- Issues, Challenges & Strategies”, organized by Institute of Management & Technology, Faridabad on April 11, 2009.
- Presented a paper titled “Impact of Recession on Organized Retail Sector” at National Seminar on “Marketing Challenges and Opportunities during Recession” organized by INJ Business School, Greater Noida on April 10, 2009.

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- Presented a paper titled “Branding- A Consistent Process Execution as a Matter of Temperament” at International Conference on “Management Sciences and Arts” organized by Faculty of Management Studies – Gurukul Kangri University, Haridwar on September 15-17, 2008.
- Presented a paper titled “Serving Customer Intelligently through IT Enabled CRM” at AICTE sponsored National Conference on “Enterprise Information System” organized by Apeejay Institute of Management, Jalandhar on May 24, 2008.
- Presented a paper titled “Supply Chain Management- Practices, Prospects & Challenges” at AICTE sponsored National Conference on “Innovative Applications of IT & Management for Economic Growth of India” organized by Apeejay Institute of Management, Jalandhar on April 21-22, 2007.
- Presented a paper titled “Strategic Workforce Development- The demand of Global Economy” at the International Conference on “Creating Competitive Advantage in Global Economy” organized by Punjab College of Technical Education (PCTE), Ludhiana on April 8, 2007.
- Presented a paper titled “Organizational Transformation through Learning & Knowledge Management” at the National Conference on “Technology Management” organized by GJIMT, Mohali on March 25, 2006.
- Presented a paper titled “Total Quality Management As A Tool To Enhance The Quality of Higher Education” at the International Conference on “Service Sector – The Next Wave” organized by PCMA at DAV College, Jalandhar on February 25-27, 2006.
- Presented a paper titled “Emergence of Parallel Trade in The European Union” at the National Conference on “Intellectual Property Rights” sponsored by Ministry of HRD at DAV College Jalandhar on January 29-30, 2006.

MDPs & Workshops Attended / Organized

1. Attended and Participated “7-days Faculty Development Programme on Structural Equation Modeling and Qualitative Research” , organized by JRE Group of Institutions, Greater Noida from June 15 to June 21, 2016.
- Attended & Participated as ‘Delegate’ in India- U.S. Technology Summit on “Tackling 21st century challenges together”, organized by Confederation of Indian Industry (CII) and Department of Science & Technology- Government of India, on November 18-19, 2014.
- Attended & Participated a Professional Development Programme on “Case Teaching Workshop for Management Teachers”, conducted by Indian Institute of Management (IIM) Rohtak, April 8-10, 2013.

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- Attended & Participated a Management Development Programme on the theme “International Business: Trends and Issues”, organized by Indian Institute of Foreign Trade (IIFT), Delhi on January 7, 2011.
- Organized & Attended a Two Day Workshop on “Getting Things Done” at CITM, Faridabad on October 6-7, 2007 delivered by See-Change Consultancy, Chennai.
- Attended & Participated a AICTE sponsored two weeks Faculty Development Programme on “Management Practices in Indian Organizations: Trends and Issues”, organized by University School of Management Studies- GGS IP University, Delhi, June 5-17, 2006.
- Organized & Attended a workshop on “Industry Expectation from MBA’s” delivered by AIMA at C-MAT, Greater Noida on March 4, 2006.

Dr. Sanjeev K Singh