

# CURRICULUM VITAE

## PERSONAL INFORMATION :

**NAME** : Kanwal Gurleen Singh  
**FATHER'S NAME** : Late Dr.Gurbachan Singh Khehra  
**MOTHER'S NAME** : Dr.Surinder Kaur  
**MARITAL STATUS** : Married  
**DATE OF BIRTH** : December 05,1983  
**PERMANENT ADDRESS** : H. No. 2, Adarsh Colony,  
Nakodar-144040 (PUNJAB)  
**OFFICIAL ADDRESS** : School of Management Studies,  
Apeejay Institute of Management Technical Campus,  
Jalandhar  
**CONTACT NUMBER** : 0-9876230542  
**E-MAIL** : kanwalgurleen@gmail.com

## EDUCATION QUALIFICATION/ELIGIBILITY :

<b>2009</b>	<b>UGC NET</b>	<b>National Eligibility test for Lectureship</b>
<b>2008</b>	<b>MBA(Marketing)</b>	<b>Lovely Professional University,Punjab (First class with Distinction)</b>
<b>2006</b>	<b>B.Tech(Electronics)</b>	<b>RIEIT, Punjab (First class with Distinction)</b>

## TEACHING EXPERIENCE :

Total Teaching Experience : 8 years

**01 August 2008 –15 February 2011 : Lecturer,**  
Department of Management,  
Lovely School of Business,  
Lovely Professional University, Phagwara  
**Classes taught:** MBA,BBA,MBA(IT),MBA(Retail)  
**Subjects taught:**Marketing Management,Retail  
Marketing,Principles of Marketing,Principles and  
Practices of Management,Services Marketing,Sales

and Promotions Management, Product and Brand Management, Workshop on Advertising design

21 February 2011- till date :

**Assistant Professor,**  
School of Management Studies  
Apeejay Institute of Management Technical  
Campus, Jalandhar  
**Classes taught:** MBA, BBA, MCA  
**Major Subjects taught:** Strategic Management,  
Human Values, Quantitative techniques,  
Research Methodology

**RESEARCH EXPERIENCE:**

Research Type	Number
Text Book Published	01
Research Papers Published in International/National Journals, Edited Books	24 21- Journals 03- Edited Books
Research Papers Presented in Conferences/Seminars	08
FDPs/Workshops/TOPs Attended	06
Editor/Reviewer in Research Journals	02

**RESEARCH EXPERIENCE - DETAILS:**

**Text Book Published**

1. Singh Kanwal Gurleen, *Quality Management*, Thakur Publications, Ludhiana, based on PTU syllabus, ISBN : 978-81-906894-7-2

**Chapters/Papers in Edited Books**

1. "Email Marketing: The New tool for Success" published in edited book titled "Strategic Management of Business development: Issues and Prospects" with ISBN No. 978-93-80697-99-4, Published by Excel India Publishers, New Delhi
2. "Rural Advertising: A study on Purchase Behavior" published in edited book titled "Global Business Strategies" with ISBN No. 978-81-921786-8-4, Published by Bhaddal Tech. Publications, India

3. "Mutual Funds: The Indian Scenario" published in edited book titled "Capital Market Reforms in India" with ISBN No. 978-81-922709-8-2, Published by Vintech Publications, India

### **Research Papers Published in National/International Journals**

1. Research paper titled "Impulse Purchase Behavior: A Case of Retail Customers of Jalandhar and Ludhiana" Published in Volume 2, Issue 7 (July 2011) in International Journal of Marketing and Management Research with ISSN No.2229-6883
2. Research paper titled "Consumer Preferences towards 3G services: An Empirical Study of Selected Districts of Punjab" Published in Volume 2, Issue 8 (August 2011) in International Journal of Business Economics & Management Research with ISSN No.2229-4848
3. Research paper titled "A Study of TV Viewership Patterns Among Youngsters In Northern India" Published in Volume 1, Issue 5 (September 2011) in Zenith: International Journal Of Multidisciplinary Research with ISSN No. 2231-5780
4. Research paper titled "Radio Listening Habits and Preferences –A Study of Urban Population of Punjab" Published in Volume 1, Issue 2 (September 2011) in Journal of Commerce And Management Research (JCMR) with ISSN 2249-0442
5. Research paper titled "Reverse Mortgage in India: Its Role and Prospects" Published in Volume 1, Number 2 (Aug.2011-Feb.2012) in E-Srujan-The Journal of Innovative Thinkers with ISSN No. 2231-4539
6. Research paper titled "Emotions at Workplace: A Study of Private sector companies in Jalandhar" published in Volume 1, No.2 (2011) in Journal of Sustainable Business and Finance with ISSN No. 2251-0826

7. Research paper titled “ Customer Perception towards various Mid-Segment Petrol Car Brands: A Factor Analytic Approach” Published in Volume 2, Number 2, (July 2011) issue in ELK Journal of Marketing & Retail Management with ISSN No. 0976-7193
8. Research paper titled “A Study on TV Viewing Habits of Rural Markets of Punjab- A Factor Analytic approach” published in Volume 3, Issue 1 (January 2012) in Asia Pacific Journal of Research in Business Management with ISSN No. 2229-4104
9. Research paper titled “A Study on Pre & Post Purchase Customer Behavior For Various Car Brands In Punjab” published in Volume 1, Issue 2 (February, 2012) issue in Radix International Journal of Research in Marketing with ISSN No. 2250-3986
10. Research paper titled “Effectiveness of Mobile Advertising - The Case of Mobile Users of Punjab” published in Volume 1, Issue 3 (March, 2012) issue in Paripex-Indian Journal of Research with ISSN No. 2250-1991
11. Research paper titled “A Study on Factors Affecting Brand Loyalty of Consumers for Passenger Cars in Punjab” published in Volume 2, Issue 5 (May 2012) in South Asian Journal of Marketing and Management Research with ISSN No. 2249-877X
12. Research paper titled “A Study of Newspaper Readership Patterns Among Urban Population of Punjab” published in Volume 2, Issue 6 (June 2012) in International Journal of Management, IT and Engineering with ISSN No. 2249-0558
13. Research paper titled “Internet usage Patterns and Preferences- A Study of Youngsters in Northern India” published in Volume 6, Issue 1 (Jan.- Jun., 2012) in Gyan Management with ISSN No. 0974-7621

14. Research paper titled “Consumer’s Perception Towards Online Shopping- The Case of Punjab” published in Volume 1, No. 1 (May 2012) in International Journal of Management and Information Technology with ISSN No. 2278-5612
15. Research paper titled “Factors Influencing the Customer’s Purchase Decision for various Telecom Services – The Case of Select Districts of Punjab” published in Volume 1, Issue 3 (May-June 2012) in International Journal of Advances in Management and Economics with ISSN No. 2278-3369
  
16. Research paper titled “Customer Preferences and Satisfaction Towards Mobile Phones- The Case of Select Districts of Punjab” published in Volume 1, Issue 4 (August 2012) in Asian Journal of Research in Marketing with ISSN No.2277-6621
  
17. Research paper titled “Impact of Social Media on Brand Preferences of Youngsters- The Case of Select Districts of Punjab” published in Volume 7, No.1 (October 2012) in GNA Journal of Management and IT with ISSN No. ISSN-0974-5726
  
18. Research paper titled “Customer Satisfaction and Factors Influencing the Purchase Decisions of Notebook Computers in Punjab” published in Volume 2, No.3 (June 2014) in Journal of Research in Marketing.
  
19. A Study on Purchase Behavior of Rural Consumers of Jalandhar, Volume 3, Number 3, December 2014, Journal of Research in Marketing, ISSN No.2292-9355
20. Impulse Buying Behavior of Consumers in the Shopping Malls , Volume 4, Number 3, February 2015, International Journal of Management Excellence, ISSN No.2292-1648
21. The Impact of Television Advertising on Young Customers – The Case of Jalandhar City, Volume 4, Number 1, February 2015, Journal of Research in Marketing, ISSN No.2292-9355

## **Research Papers presented in Conferences/Seminars**

1. October 2010: Presented research paper titled “ Potential of Renewable sources of Energy in South Asia(India) at International Conference on “Business Challenges & Opportunities in South Asia” held at Punjab University Chandigarh, organized by PCMA.
2. March 2011: Presented research paper titled “ The Impact of Television Advertising on Young customers” at International Conference on “Materialism and Consumerism, A Bliss or bane” held at PCTE, Baddowal, Punjab
3. March 2011: Presented research paper titled “ Rural Advertising: A study on Purchase Behavior” at National Conference on “ Managing Business Development in Globalized World: Strategies for Excellence” held at IMS, Bhaddal, Punjab
4. March 2011: Presented research paper titled “Competency Mapping- A tool for excellence of employees in Banking sector” at National Conference on “India Inc.-Challenges Ahead” held at GNA-IMT, Phagwara.
5. March 2012 : Presented research paper titled “Teacher’s Perception of Ethics- A study on Faculty of Jalandhar” at UGC Sponsored National Seminar on “Promotion of Ethics and Human Values” held at Jagdish Chandra D.A.V College, Dasuya.
6. March 2012 : Presented research paper titled “Mutual Funds: The Indian Scenario” at UGC Sponsored National Seminar on “Capital Market Reforms in India” held at Banarsi Dass Arya Girls College, Jalandhar, Punjab
7. March 2012 : Presented research paper titled “Shift of Unorganized retail to Organized Retail” at PTU Sponsored National Conference on “Retail Sector In India – Challenges and Opportunities” held at GGNIMT, Ludhiana, Punjab
8. March 2012 : Presented research paper titled “Impulse Buying Behavior of Consumers in Malls in Jalandhar” at PTU Sponsored National Conference on “Retail Sector In India – Challenges and Opportunities” held at Gujranwala Guru Nanak Institute of Management and Technology, Ludhiana ,Punjab

## **FDP/Workshops/Teachers' Orientation Programs/Seminars/ attended**

1. January 2013: Attended a 1 day workshop on Social Media and Paper Publication at Apeejay Stya University, Sohna by Professor Ruby Roy and Nikhil Dholakia from University of Rhode Islands, USA
2. July 2012 : Attended a 1 day workshop on case writing at Apeejay School of Management, Dwarka
3. May 2012: Attended a 5 day Faculty development Program on "Analytical Techniques for Business Research" sponsored by Punjab Technical University, Jalandhar held at AIMTC, Jalandhar.
4. May 2012: Attended a 8 day Teachers' Orientation Program on "Human Values and Professional Ethics" organized by Punjab Technical University, Jalandhar held at SPEC, Mohali
5. February 2009: Attended a 1 day UGC Sponsored National Seminar on "New economic order and human development" held at KRM DAV College, Nakodar.
6. March 2008: Attended a 1 day Seminar on "Supply Chain Management" held Lovely School of Business, Lovely Professional University, Punjab.

## **OTHER ACHIEVEMENTS:**

- Six Sigma (Green Belt) Certification for analyzing, measuring and improving quality in organizational systems
- Editor cum Reviewer for International Journal of Management and Information Technology with ISSN No. 2278-5612 being published by Council for Innovative Research, United States. Available online at [www.ijmit.com](http://www.ijmit.com)
- Reviewer for International Journal of Management Excellence being published by TechMind Research, Canada. Available online at [www.ijmeonline.com](http://www.ijmeonline.com)

## **ADMINISTRATIVE ROLES :**

January 2012- till date                      Staff Editor,

Creative Section, Synergy  
(A Publication of AIMTC)

February 2011- till date	Member of Placement committee, Apeejay Institute of Management Technical Campus
April 2010 – February 2011	Coordinator, Outcampus Admissions, Department of Admissions, Lovely Professional University
December 2008 – February 2011	Time Table Coordinator, Lovely School of Business
February 2009 – February 2011	UMS (University Management System) Coordinator, Lovely School of Business
January 2009- February 2011	Coordinator, Website updation and IT services, Management Department, Lovely School of Business
December 2009– February 2011	Program Coordinator (MBA) Lovely School of Business
December 2008 – February 2011	Alumni Coordinator, Lovely School of Business

### **INTERNSHIPS:**

- Worked with SAMSUNG ELECTRONICS INDIA LTD., (Chandigarh) as Management trainee from May 2007 - June 2007
- Worked with PUNJAB COMMUNICATIONS LTD., (Phase-8, SAS Nagar) as Engineer trainee from May 2005 to Dec. 2005.
- Worked with BHARAT SANCHAR NIGAM LIMITED, (Base exchange, Nakodar) as Engineer trainee for May 2004 - June 2004.

### **OTHER INITIATIVES:**

- Maintains the official Facebook page of AIMTC, [www.facebook.com/aimtcjalandhar](http://www.facebook.com/aimtcjalandhar)
- Maintains a blog for MBA Students, [www.kanwalgurleen.blogspot.com](http://www.kanwalgurleen.blogspot.com), that contains relevant course material and placement related information.



- Advisory Marketing Manager for Kidsvilla Kindergarten School, Nakodar, a playschool being run by Growing Steps Educational Society.
- Advisory member of an Ad Agency : “Creative Designers” being run by MBA 2008 Passout students in Jalandhar.
- Advisory member of Cambridge (Gems) School project to be operational in coming few months near Jalandhar.

#### **ACADEMIC REFERENCES:**

- Dr. Rajesh Bagga, Professor and Director, Apeejay Institute of Management Technical Campus, Jalandhar. Contact: 09876611268
- Dr. Rajesh Verma, Professor and Deputy Dean, Lovely Honours School of Business, Lovely Professional University, Punjab. Contact: 09872974457
- Dr. Girish Taneja, Assistant Professor and Deputy Dean, Lovely School of Business, Lovely Professional University, Punjab, Contact: 09888270581
- Dr. Sukhmani, Assistant Professor, Punjab Agriculture University, Ludhiana, Contact: 09478128150