


CURRICULUM VITAE

Name:	Shivendra Singh			
Designation:	Assistant Professor			
School:	Commerce and Management Studies			
Department:	Commerce			
Specialisation & Research Interests:	Marketing			
Email ID& Webpage (if any):	shivendrasingh@mgcub.ac.in			
Mobile No.:	+919450148251, +919568658379			
Marital Status:	Married	Date of Joining:	09/11/2016	
Gender:	Male	Blood Group:	B+	
Languages Known:	Hindi, English	Category:	General	

2. ACADEMIC QUALIFICATION (in reverse Chronological order):

Examination Passed	Year	University / Board	Specialisation/Subjects
Ph.D	2017	HNB Garhwal University, Uttarakhand	Commerce
M.Com	2012	University of Lucknow. U.P.	Entrepreneurship, Marketing Management, International Business
B. Com(H)	2010	Banaras Hindu University, U.P.	Accounting, Taxation, Business Environment
Intermediate	2007	C.B.S.E.	Commerce
High School	2005	C.B.S.E.	All compulsory

3. ADMINISTRATIVE ASSIGNMENTS:

Position Held	Duration	Nature of Work
Deputy Proctor	Sep 2017 to Dec 2018	Discipline
Member, BoS	17 May 2020 to 16 May 2023	Academic
Member, School Board	20 Oct 2020 to	Academic
Member, DRC	Since Dec 2019	Research
Member Secretary, University Alumni Cell	20 April 2023 to	Academic
Member, University Anti Ragging Squad	1 May 2023 to	Discipline
Member, University QIF of NAAC	27 July 2023 to	Academic

4. Research Guidance:

Ph.d (ongoing) : 4
M.Com (dissertation): 11

5. MEMBERSHIP OF SOCIETIES/ PROFESSIONAL BODIES:

- I. Consultant/ Advisor to venture Yuva Invest- Startup Investment Platform
- II. All India Commerce Association (Life Member)
- III. All India Accounting Association (Life Member) & Treasure, IAA Motihari Branch
- IV. South Asia Management Association (Life Member)

6. PUBLICATIONS:

A. BOOKS (Edited)

- i. Dhyani, A. & Singh, S. (2019). Dimensions of Consumer Decision-Making. Excel India Publishers, New Delhi, ISBN: 978-93-88237-31-4.

B. PAPERS IN UGC CARE LISTED/PEER REVIEWED JOURNALS:

- i. S. Singh & K.D. Raja (2023) A Retrospective Study of Social Media marketing on FMCG Products, *Research Communication*, Vol. 1 (1), 257-271.
- ii. P. Kumari & S. Singh (2023) "Challenges and Opportunities in Accounting Education: An Indian Perspective", *International Journal of Scientific Development and Research*, 8(2), 348-352, ISSN2455-2631.
- iii. S. Sugandha, S. Singh & A. Kumari (2022) "Impact of Social Media Marketing on Buying Behaviour of University's Students, *Journal of the Asiatic Society of Mumbai*, XCV (15), 21-32, ISSN 0972-0766
- iv. P. Kumari & S. Singh (2022) Factors Determining the Service Quality Perception in India's Health Insurance Sector, *NICE Journal of Business*, ISSN 0973-449x, Vol. 17 No. 1&2, pp. 43-52.
- v. S. Kumari & S. Singh (2021) "The Impact of self-Help Group Bank Linkage Programme (SHG-BLP) on Socio-Economic Empowerment of Indian Rural Women Households", *Ajanta: An International Multidisciplinary Quarterly Research Journal*, X(IV), 102-108, ISSN 2277-5730.
- vi. Shivendra Singh & D. Kumari (2020) "Measuring Students' Attitude towards Entrepreneurship with Special Reference to Bihar", *Shodh Sanchar Bulletin*, 10 (40), 7-11. ISSN 2229-3620
- vii. A. Singh, S. Singh & S. Singh (2020) "Impact of Covid-19 on College Students: An analysis of Learning Effectiveness and Learning Outcome" *SHODH SARITA*, 7 (28), 10-15 ISSN 2348-2397
- viii. S. Singh & A. Dhyani (2017) "Spousal Attitude towards Exerting Conflict Resolution Strategies in Decision-Making", *Paradigm*, ISSN 09718907 Vol. 21, pp. 75-90.
- ix. Dhyani, A., & Singh, S., (2016). Demographic Determinants of Spouse Involvement in Deciding Their Child's Education. *Indian Management Studies Journal*, ISSN No.0974-4355, Vol 20(2), 45-73.
- x. A. Dhyani & S. Singh (2016) "Demographical Determinants of Spouse Involvement in Deciding their Child's Education", *Indian Management Studies Journal*, ISSN 0974-4355, Vol. 20, No. 2, pp. 45-73.
- xi. A. Dhyani & S. Singh (2016) "Considering Advertisement as a source of information and its Impact on Buying Behaviour", *Hermeneutics*, ISSN: 2231-6353, Vol. 06 No. 1, pp. 15-21.

- xii. A. Dhyani & S. Singh (2015) "Measuring Husband-Wife Influence in Car-Purchase Decision", *NICE Journal of Business*, ISSN 0973-449x, Vol. 10 No. 1&2, pp. 47-59.
- xiii. A. Dhyani & S. Singh (2015) "Consumer Ethnocentrism: An Empirical Investigation", *International Journal of Research*, ISSN 2231-6124, Vol. 4 No. 2, pp.11-15.
- xiv. A. Dhyani, A. Agarwal & S. Singh (2015) "Consideration of University Students for Making Choice of Smart Phone", *International Research Journal of Business Management (IRJBM)*, ISSN 2322-083X, Vol. No. VIII, Issue 4, March, pp.88-93.
- xv. A. Dhyani, A. Agarwal & S. Singh (2015) "Spousal Role and Determinants of Their Involvement in decision Making", *IJRCM*, Vol. No.6, Issue No. 02, February 2015 pp.28-34 ISSN 0976-2183.

C. RESEARCH PAPERS IN EDITED BOOKS AND PEER REVIEWED CONFERENCES:

- i. S. Singh, P.K. Gupta, V. Bhatt & A. K. Singh (2023) Measuring Satisfaction Level of Tourists' towards facilities available in selected Tourist Sites of Champaran Region in Bihar, India, Holistic Tourist Destination and Inseparable Hospitality, DTHM, Central University of Tamilnadu Ed. P. Raja ISBN97-93-95856-25-6
- ii. S. Singh (2020) "नई शिक्षा नीति गुणवत्तापूर्ण शोध की ओर एक कदम", Conceptus, MGCU, Motihari. ISBN 978-81-948605-2-5.
- iii. S.P. Bhartiya, S. Singh & V. Bhatt (2020) "Introduction of Community-Based Nature Tourism (CBNT) Planning and Management: With Special Reference to the Garhwal Himalayan Region of Uttarakhand" Sustainable Tourism Development : Futuristic Approaches, Apple Academic Press, Ed. Anukrati Sharma, ISBN 978-1-77188-772-4
- iv. S. Singh (2017) "Potential of Heritage Branding of Champaran District with Special Reference to Gandhi's Champaran Satyagrah", Champaran Satyagrah: A Socio-Political Crucible, Ed. A. Agrwal, ISBN: 9878183298599.

7. INVITED TALKS:

1. Delivered a lecture in Entrepreneurship Awareness Camp organised by Department of Management, MG Central University, sponsored by DST-NIMAT on 30/03/2019.
2. Delivered a lecture on Consumer Protection in India: Needs and Methods organised by MS College Motahari on 22/10/2019
3. Delivered two lectures on Questionnaire Design organised by HRDC, University of Lucknow, Lucknow 28/08/2022

8. PARTICIPATION IN SEMINARS/SYMPOSIA/WORKSHOPS/CONFERENCES:

- I. *A review of strategic tools available to marketers for achieving Sustainable Development Goals* in International Conference on Environment, Agriculture and Human Welfare, Nirwan University, Jaipur, June 03-05, 2023
- II. अर्थव्यवस्था के सतत विकास में महिला सशक्तिकरण की भूमिका: बिहार के विशेष संदर्भ में in International Conference on Environment, Agriculture and Human Welfare, Nirwan University, Jaipur, June 03-05, 2023

- III. *Adoption and Satisfaction towards Mobile Wallet Application for achieving Sustainable Development Goals* in International Conference on Environment, Agriculture and Human Welfare, Nirwan University, Jaipur, June 03-05, 2023
- IV. *Customer Satisfaction towards CRM Practices in Banking Industry: A Comparative Study of Public and Private Sector Banks* in 73rd All India Commerce Conference- 2022, DBA Marathwada University & MGM University Augangabad, December 22-24, 2022
- V. *Reshaping the Status of Women Entrepreneurship through Skill India: An overview* in National Seminar on Nep-2020 Higher Education @75, Munger University, Munger September 6, 2022.
- VI. *A Study of Internet Banking Usage pattern among Student of Higher Education* in International conference on Commerce, Management & Interdisciplinary Subjects, Department of Commerce and International Business, School of Business Studies, Central University of Kerala, October 28-29,2021.
- VII. *Online Education: The Need of the hour* in International Seminar on Pandemic Covid-19: Present and Future Challenges, KMC Language University, May 05, 2020.
- VIII. *Perception of Teachers on Online Education During Covid19 Lockdown* in National Webinar on Empowering Education System in Covid-19 Pandemic, Raj School of Management Sciences, May 02-03, 2020.
- IX. *A Comparative Study of E-Marketing and Offline Marketing in India* in National Seminar on Consumer Protection and Welfare: Issues and Challenges, MGCU Bihar, October 14-15, 2019.
- X. *Perspective of Heritage Tourism in Champaran Region of Bihar* in National Conference on Challenging Paradigms in Indian Tourism: Challenges for Growth and Sustainability, Department of C&BA, University of Allahabad, October 24,2017.
- XI. *Country of Origin Effect on Consumer Attitude towards Durables: An assessment of Make in India Approach* in National Seminar on Make in India: Challenges and Prospects, SGGJS Govt. P.G. College, Paonta Sahib, July 11, 2016.
- XII. *Consumers Attitude towards Advertisement: An Empirical Investigation* in International Conference on Changing Paradigm of Management Proctises for Sustainable Development, BBAU, Lucknow, March 5-6,2016.
- XIII. *Issues and Challenges of Green Marketing in India: A Conceptual Framework* in International Conference on Contemporary Issues & Innovation in Global Business, RDA Jaipur, May 30-31, 2015.
- XIV. *Impact of Changing Life Style of Spouses on their Purchase Decision-Making* in International Seminar on Human Development on Developing Nation, SSPG College, Shahjahanpur, February 26-27, 2015.
- XV. *Regional Economic Development in Garhwal Himalayas: A Process of Livelihood* in National Seminar on Challenges of Livelihood Restiration in Disaster-hit Regions of Uttarakhand, HNB Garhwal University, November 28-29, 2014
- XVI. *An empirical study of spousal role for selection of vacation destination* in National Seminar on Inclusive Drive Engine of Community-Based Ecotourism, HNB Garhwal University, September 27,2014.
- XVII. *India's Vision 2020 in Manufacturing Sector* in National Seminar on Developed India: Vision 2020, Department of Commerce, University of Lucknow, March 28-29, 2014.
- XVIII. *Sustainable Development Through Horticulture in Uttarakhand* in National Conference on Sustainable Development Of India: Challenges & Remedies, HNB Garhwal University, March 22-23, 2014.
- XIX. *Determinants of Consumer Choice: A Case of Cell Phones in Delhi and NCR* in Global Conference on managing in recovering markets, MDI Gurgaon, March 5-7, 2014.
- XX. *From Traditional to Innovative Marketing: A need of the hour* in National Conference on Management & Technology for Skill Development, SMS Varanasi, February 22-23, 2014.
- XXI. *Globalisation and its impact on Indian banking sector* in National Conference on Globalization and Development, KNIPSS Sultanpur, February 15-16, 2014.

- XXII. Role of social media marketing in tourism promotion* in National Seminar on Application of science and technology for sustaining tourism and hospitality industry, HNB Garhwal University, November 28-29, 2013.
- XXIII. FDI in retail- An instrument for India's economic growth* in National Seminar on FDI in Retail Sector, University of Lucknow, April 20-21, 2013.

(Dr Shivendra Singh)