

CURRICULAM-VITAE

GAJENDRA SINGH
(Visiting Scholar, Oakland University, USA)
School of Management
Doon University, Mothrowala Road
Kedarpur, PO Ajabpur, Dehradun
Uttarakhand-248001, India
Mobile No.: +919760432898
E-Mail: drgskashyap@gmail.com

PROFESSIONAL INTERESTS

Teaching Interests:

Marketing Research, Business Research Management, Entrepreneurial Development and Small Scale Enterprises

Research Interests:

Marketing Management, Cross-Culture Relationship, Customer Relationship Management, Entrepreneurial Strategies & Issues related to SMEs

ACADEMIC QUALIFICATIONS

Visiting Scholar	School of Business Administration, Department of Accounting and Finance, Oakland University, Michigan, USA
MBA (1998) Specialization	Department of Business Management, H.N.B. Garhwal Central University, Srinagar, Garhwal, Uttarakhand, India Major: <i>Marketing Management</i> Minor: <i>H.R.M.</i>
B, SC (1994)	H.N.B. Garhwal Central University, Srinagar, Garhwal, Uttarakhand, India

EXPERIENCE

More than 18 years' experience in teaching and research as follows:

Name of Organization	Position	Years worked	
		From	To

		(dd/mm/yy)	(dd/mm/yy)
Department of Economics and Department of English	Head of the Department	20 th January 2020	Till Date
Doon University, School of management, Kedarpur, Dehradun- 248001, India	Associate Professor	28 June 2011	Till date
Doon University, School of management, Kedarpur, Dehradun-248001, India	Head of the Department	28 June 2011	17/04/2016
Department of Business Management, HNB Garhwal Central University, Srinagar, Garhwal, Uttarakhand, India	Associate Professor	06/03/2007	27/06/2011
Department of Business Management, HNB Garhwal Central University, Srinagar, Garhwal, Uttarakhand, India	Lecturer	01/11/2002	05/03/2007

VISITING PROFESSOR

India

1. Department of Computer Science, H.N.B. Garhwal Central University, Srinagar, Garhwal, India
2. Department of Pharmaceutical Sciences, H.N.B. Garhwal Central University, Srinagar, Garhwal, India
3. National Academy Of Management, Saharanpur Road, Majra, Dehradun, India
4. Doon College of Engineering and Technology, Shimla Road, Majra, Dehradun, India
5. Quantum Business School , Roorkee, India
6. School of Business Studies, Shobhit University, Meerut, India

International

1. Linton College, Kolej University, **Malaysia** (2011)

2. Graduate School of Management, **St Petersburg University, Russia** (2015)
3. Ho Chi Minh City, University of **Vietnam** (July, 2015)
4. Department of Economics and Marketing, RUDN University, Moscow, **Russia** (November, 2016)
5. School of Business Administration, Department of Accounting and Finance, **Oakland University, Michigan, USA**

ADMINISTRATIVE RESPONSIBILITIES WITH RESEARCH & ACADEMICS

1. Member of Executive Council, Sri Dev Suman University, Tehri Garhwal, Uttarakhand
2. Member of Board Of Studies- School of Management, IMS Unison University, Dehradun
3. Head of the Department, HNB Garhwal University, Srinagar
4. Assistant Dean of Student Welfare, HNB Garhwal University, Srinagar
5. Assistant Proctor, HNB Garhwal University, Srinagar
6. Academic In charge in the Department, HNB Garhwal University, Srinagar
7. Chief Hostel Warden, Doon University, Dehradun
8. Associate Coordinator Examination, Doon University, Dehradun
9. Member of Academic Council, Doon University, Dehradun
10. Chairperson Sports – Doon University, Dehradun

EDITORIAL EXPERIENCE

1. Editor, “**GUMBAD Business Review**” Published by the Department Of Business Management, H.N.B. Garhwal University
2. Editor, “**Management Vision**” Published by International Association of Management Scholars, Dehradun.
3. Member Editorial Board “**4th International Journal of Management & Science**” New Delhi
4. International Editorial Board of IJMIE International Journals of Multidisciplinary Research Academy (IJMRA)
5. Member Editorial Board in Doon Business School, Selaqui, Dehradun
6. Member Editorial Board Indian Journal.com

PARTICIPATION IN CONFERENCES AND SYMPOSIA

Participated in more than 29 National & International conferences and Chaired many Technical Sessions and delivered.

National

1. National Seminar on **“Changing Paradigms in Professional Education ‘MANTHAN’** entitled **“The Impact Analysis of Usage of Information & Communication Technology in Educational Environment”** at Amrapali Institute of Management and Computer Application, Haldwani, Uttaranchal on 8-9 October 2004.
2. Seminar on **“Consumer Education and Awareness: Role of Educational Institution”** entitled **“Consumer education in Uttarakhand”** at Department of Law H.N.B.Garhwal University, Dr.B.G.R.Campus, Pauri Garhwal, Uttaranchal on March 25 & 26, 2006
3. Seminar on **“Management Education in the era of WTO ‘MANTHAN’”** entitled **“Impact of WTO on IT enabled services industry”** at Amrapali Institute of Management and Computer Application, Haldwani, Uttaranchal on 25-26 November 2006.
4. Conference on **“Science and Technology Applications in Tourism Sector Focusing on Uttarakhand Opportunities”** entitled **“New Paradigm of Customer Relationship Management in Hotel Industry”** at Centre for Mountain Tourism & Hospitality Studies, H.N.B. Garhwal University, Srinagar Garhwal, on 27th -28th September 2010.
5. Conference on **Management of Sustainable Development in India** on 1st-2nd April 2011 entitled **“Distribution Strategies Adopted by Small Scale Industries of Uttarakhand** at New Delhi Institute of Management at New Delhi
6. Conference on **“Education and Research on Information Technology: A Knowledge Platform for Industry Institution Interaction”** on January 23-24, 2011 entitled **“A Study on ICT usage in Technical Education”** at SIET Allahabad.
7. International ICT Conference on **ICT-Initiative, Policies and Governance**, 28-29 November 2011 at Doon University, Dehradun entitled **“Marketing Strategies adopted by small scale industries in Uttarakhand”**.
8. National conference on **Current Challenges and opportunities in Technology and Management**, March 17th 2012 at Dev Bhoomi Group of Institution, Saharanpur entitled **“Entrepreneurship Development in Uttarakhand”**.
9. National Marketing Conference on Contemporary in Marketing: A Road Map for 2020, 9th September 2017 at FIIB, Vasant Vihar, New Delhi entitled **“Measuring the Impact of Promotion and place strategy”**.

International

1. Third AIMS International Conference on Management at **Indian Institute of Management, Ahmedabad** on January 1-4, 2006 entitled **“Role of product policies and practices in the success of Entrepreneurship in Small and medium enterprises in India”**.
2. International Seminar on **“Creating Entrepreneurship Environment and Developing Entrepreneurial Management”** during March 16-18, 2006 at Shailesh J. Mehta School of Management, **Indian Institute of Technology, Bombay** entitled **“Role of promotional policies and practices in the success of entrepreneurship in small and medium enterprises in India (A case study of Punjab & Haryana)”**.
3. 5th International Business Research conference on stands of Development during 26th and 27th April 2007 at University of Wollongong in Dubai **“Distribution strategies in the success of entrepreneurship in small & medium enterprises in India”**.
4. International Conference on *Global Issues in Business & Technology* (July 31 – August 1, 2008) Organized by **National Institute of Financial Management, Faridabad India**.
5. International Conference on **Quantitative Methods, Operation and Information Technology** October 24-25, 2008 organized by IBS Hyderabad, India
6. **First International Marketing Conference (MARCON 2010)** at **Indian Institute of Management, Calcutta** on December 27-29, 2010 entitled **“Advertising Strategies adopted by Small Scale Enterprises in Uttarakhand”**.
7. International conference on **ISEM- Planetary Scientific Centre** during Oct. 7-8, 2011 entitled **“Pricing strategies in the emergence of entrepreneurship development of small and medium scale industries in Uttarakhand”**.
8. First International conference (**Entrepreneurship and new venture creation**) at **Indian Institute of Management, Bangalore** on December 08-10, 2011.
9. International Management Research Conference 2012 on **Management Practice and Strategies in Dynamic Global Environment** organised by Aklesh Dinesh Mody Institute for Financial and Management Studies, Mumbai University, Mumbai on 14th and 15th Dec 2012 entitled **“An analysis of awareness and satisfaction level of e- banking services”**. **(Best paper award given by the conference)**.
10. Second International Marketing Conference (**MARCON 2012**) at **Indian Institute of Management, Calcutta** on December 28-30, 2012 entitled **“Consumer Attitude towards Product Knowledge Brand Perception and Purchase Intention FMCG Advertisement**.

11. International Conference on **Business, Accounting, Finance and Economics (BAFE) 2013 by Universiti Tunku Abdul Rahman (Perak Campus), Malaysia** on 04 October 2013 entitled “**The effect of advertisement on the information and knowledge to the perception, attitude and image of the FMCG product**”.
12. **3rd South Asian Management Research and Case Conference at Indian Institute of Management Bangalore, 27-29 Dec 2013** entitled “**Consumer attitude towards product knowledge and purchase intention through FMCG Advertising**”.
13. International conference on **business and communication (ICBC 2014)** organised by University Malaysia KELANTAN & Universitas Katolik Indonesia ATMA JAYA held on 23-24 April 2014 at **Kuala Lumpur, Malaysia** entitled “**Advertising effectiveness, Satisfaction, Message and Slogan of FMCG products**”.
14. International Conference on **Enabling Teachers for Entrepreneurship Education- ENTENP 2014** organised by ProfesioLab Research Group. Held on 5th and 6th June 2014 at the **Faculty of Educational Sciences University of Granada Spain** entitled “**The Impact and Assessment of Customer Loyalty on CRM**”.
15. International Management Research Conference 2015 on **Creating Global Organization Challenges and Strategies for Emerging Market Companies** organised by Aklesh Dinesh Mody Institute for Financial and Management Studies, Mumbai University, Mumbai on 23rd and 24th may 2015 entitled “**The Impact and Assessment of Customer Loyalty on CRM**”. (Best paper award given by the conference).
16. **Third PAN-IIM World Management Conference on the theme India by IIM Indore** on December 16-18, 2015 entitled “**HR Practices Adopted by Entrepreneurs in Small Scale Industry (A Case of Uttarakhand)**”.
17. **NASMEI Summer Marketing Conference on “Creating Customer Value”** organized by **IIM Indore** on July 27-29, 2017 entitled “**Measuring the impact of product planning and development on Small Scale Industries**”.
18. **First PAN IIT International Management Conference 2018 by IIT Roorkee** on November 30-02 December entitled “**unequal distribution of power: consequences on Indian Entrepreneurial Development**”

19. **2nd International conference on Global Business Strategies for sustainability (GLOBUSS-2019) 2019** by Amity University on October 18 entitled “ **Empirical construct of cultural knowledge for expatriate living and working in foreign country**”
20. **7th PAN-IIM World Management Conference on the theme India** by IIM Rohtak on December 12-14, 2019 entitled “**Factual and Conceptual Factors of cultural knowledge affecting on adaptability of expatriates**”.

ORGANIZED INTERNATIONAL CONFERENCE

1st International Conference on Business & Technology on (4-5 November 2011) at Forest Research Institute (FRI) Dehradun, Organizers: International Association of Management Scholars (IAMS) and Forest Research Institute University (FRI University).

CULTURE EXCHANGE PROGRAMME

Worked on The Influence of Hofstede Cultural Dimension Model on the Emergence of Entrepreneurial Development (A case of India and Thailand) funded by **Indian Council of Social Science Research, New Delhi and NRCT Thailand**

MANAGEMENT DEVELOPMENT PROGRAM:

1. Analysis through SPSS at Goa Institute of Management, Goa
2. Learning to Do Academic Research for Publishing in Academic Journals and for Doctoral Dissertations” at **IIM’s Kozhikode** during November 16 - 21, 2009

WORK SHOPS

1. One day International Research Workshop on Emerging Trends in Management Research”, held on 28th December, 2009 at The Berkley College, Patiala.
2. Two days National Workshop on Ecotourism Planning and Promotion in Uttarakhand” organized by Centre for Mountain Tourism & Hospitality Studies, Under UGC-Special Assistance Programme (SAP), on 22-23 March 2010, at H.N.B. Garhwal University, Srinagar Garhwal.
3. One day Research Workshop on Research methodology and SPSS”, held on 30th April, 2010 at The Berkley College, Patiala.

BOOKS

1. *Marketing Strategies Adopted by Small and Medium Scale Industry* published by Deep and Deep Publication Pvt. Ltd, New Delhi **(ISBN: 817629-899-9)**
2. *Management and Innovation* by Deep and Deep Publication Pvt. Ltd, New Delhi **(ISBN: 978-81-8450-344-9)**

MEMBERSHIP

1. AIMS International The Association of Indian Management Scholars 121010 Sunrise Way, Houston, TX 77065, USA (Membership No.- 51093)
2. AIMA (All India Management Association, New Delhi) Membership No. M- 200911548
3. International Association of Computer Science and Information Technology (IACSIT), 9 Jurong Town Hall Road iHUB Singapore. : Membership NO. 80333914

RESEARCH PUBLICATIONS

1. Singh, G. (2000). Management paradigm in the age of E-commerce. *Indian Management Studies Journal*, 4(2), 121-127. (ISSN : 0974-4355)
2. Singh, G. (2002). Incident-based measurement of patient Satisfaction/Dissatisfaction. *Business Management and Globalization*, 2, 249-258. (ISBN : 81-7629-367-9)
3. Singh, G. (2002). Management paradigm in the age of E-commerce. *Business Management and Globalization*, 1, 69-77. (ISBN : 81-7629-363-6)
4. Singh, G. (2003). Innovations in Financial Services: A Study of Merchant Banking in India. *Business Management: New Innovations*, 210-226. (ISBN : 817629-412-8)
5. Singh, G. (2004). E-commerce in the age of new millennium. *Review of Professional Management*, 2(2), 18-24. (ISSN : 0972-8686)
6. Singh, G. (2005). Potential of Healthcare Industry in India. *International Journal of Management Sciences*, 1(2), 144-152. (ISSN: 0973-2101)
7. Singh, G. (2006). New Horizon of Marketing: E-Marketing. *Review of Professional Management*, 4(1), 31-36. (ISSN: 0972-8686)
8. Singh, G., Kala, S.P. & Singh, S. (2006). Pricing Strategies in the Success of Entrepreneurship in Small and Medium Enterprises. *The Journal of Marketing & Communication*, 2(1), 54-69. (ISSN: 0973-2330)

9. Singh, G. Kala, S.P. & Singh, S. (2006). Impact of advertising attitude on consumer: A case of Mobile Company. *Journal of Amity Business review*, 7(2), 60-63. (ISSN: 0972-2343)
10. Singh, G. & Singh, S. (2007). Role of infrastructure services on the economic development of India. *International Journal of Management Sciences*, 3(1), 147-160. (ISSN: 0973-2101)
11. Singh, G., Sharma, R. & Singh, S. (2007). Managing innovation for competitive advantage: an Integration Approach Model. *Indian Management Studies Journal*, 11(1), 161-169. (ISSN: 0974-4355)
12. Singh, G. (2007). Industrialization in Punjab: A Case of Small & Medium Entreprises. *Pragyaan*, 5(1), 19-27.
13. Singh, S. & Singh, G. (2007). Impact of growth and development of industrial sector on the economic development of India. *Journal of Management Dynamics*, 7(2), 121-136 (ISSN: 0972-5067)
14. Singh, S. & Singh, G. (2008). Social development issue in sector wide approaches- review of recent trends in India. *Journal of Prabandhiki*, 2(2), 68-81.
15. Singh, G., Rana, P.S. & Singhal, C. (2009). The Role of industrialization in economic development in India. *IME Journal*, 3(1), 15-20. (ISSN: 0974-0716)
16. Singh, G., & Bamarara, A. (2009). Need for implementation of Cyber Crime Education in Higher Studies. *The Journal of SRM Management Digest*, 7, 64-70. (ISSN: 0973-6905)
17. Singh, G. (2009). Export Credit Gurantee Corportation: Helping hands for exporters. *Journal of Management & Technology*, 3(2), 51-58. (ISSN: 0973-07251)
18. Singh, G. (2009). Explore Your Profession with Cyber Crime Investigation & cyber Crime. *Employment News Weekly*, 34(13). (ISSN: DL-SW-1/4101/2012-14 U(c) -108/2012-14)
19. Singh, S. & Singh, G. (2009). The effect of contract violation on indices of organizational behavior. *Business Review*, 4(1/2), 39-48. (ISSN: 0973-9076)
20. Bamarara, A. & Singh, G. (2010). Impact of Phishing on Financial Institutions. *CURIE Journal of Cooperation among University, Research and Industrial Enterprise*, 3(2), 35-43 (ISSN: 0974-1305).
21. Singh, G. (2010). Advertising Strategies Adopted by Small Scale Enterprises in Uttarakhand. *Journal of Marketing Trends*, 2(1), 31-48 (ISSN: 0976-0881).
22. Singh, G. (2010). A Case of Security Perspectives in E-Banking. *Pacific Business Review*, 3(1), 28-36 (ISSN: 0974-438x)
23. Kaushal, S. & Singh, G. (2010). Solid Waste Management Program: A Reference of HNB Garhwal University. *Knowledge Hub*, 6 (2), 182-193 (ISSN: 0973-64)

24. Singh, G. (2011). A study on performance linked productivity of ICT usage in technical education. *The Global Journal of Contemporary Management*, 1(1), 31-34. (ISSN: 2249-1899)
25. Singh, G. (2012). Empirical analysis of awareness and satisfaction level of customers with respect to Banking E-services in North India. *Asia-Pacific Marketing Review*, 1(1), 7-26. (ISSN: 2277-2057)
26. Bamarara, A., Singh, G. & Bhatt, M. (2012). An Explorative Study of Satisfaction Level of Cyber-crime Victims with Respect to E-services of Banks. *Journal of Internet Banking and Commerce*, 17(3), 1-15 (ISSN 1204-5357)
27. Singh, G. (2013). Product stage and packaging features adopted by small scale industries in Uttarakhand. *African Journal of Business Management*, 17 (13), 1015-1027 (ISSN: 1993-8233)
28. Bamarara, A., Singh, G. & Bhatt, M. (2013). Cyber Attacks and Defense Strategies in India: An Empirical Assessment of Banking Sector. *International Journal of Cyber Criminology*, 7(1) (ISSN: 0974-2891)
29. Singh, G. (2013). An analysis of awareness and satisfaction level of e-banking services. *Aklesh Dinesh Mody Institute for Financial and Management Studies*, 15-27. (ISBN: 81-7095-133-X)
30. Singh, G., & Singhal, C. (2014). The Impact of Headline & Celebrity on Consumer Mind and Retention. *Drishtikon: A Management Journal Symbiosis Centre for Management and Human Resource Development*, 5(2), 18-25. (ISSN - 0975-7848)
31. Singh, G., & Singhal, C. (2015). A study of Consumer Mind & Retention Influenced by Message, Colour and Slogan. *Web Journal of Chinese Management Review*, 18(1), 1-28 (ISSN - 1814 - 442X)
32. Singh, G., & Kumar, N. (2015). Efficiency of marketing strategies used by small and medium scale Industries – A case of Uttarakhand. *Pravana Management Review, a Journal of Pravana Centre for Management Research & Development*, 14(1), 15-25. (ISSN 09757201)
33. Singh, G., & Kumar, N. (2015). The Impact and Assessment of customer satisfaction & loyalty on CRM. *Journal of Marketing Vistas*, 5(1), 12-24 (ISSN 2249-9067)
34. Singh, G., & Kumar, N. (2015). Marketing Strategies Efficiently Used by Small Scale Industries- A Case of Uttarakhand. *Journal of Marketing & Communication*, 11(1), 15-28. (ISSN: 0973-2330)

35. Singh, G. & Kumar, N. (2016). Financial Assistance and Support for small scale entrepreneurs (A case of Uttarakhand- India). *Business Economics*, 2, 17-30 (ISSN: 1820-6859)
36. Kumar, N. & Singh, G. (2016). An analysis of Receptiveness, Individualization & Customer Retention - A Case of Northern Telecom Industry. *The International Journal of Advanced studies*, 4(4), 157-163. (ISSN : 2320-5407)
37. Kumar, N. & Singh, G. (2016). An Empirical Analysis of Satisfaction/Dissatisfaction and its attributes in northern India telecom service industry. *International Journal of Business and Management*, 3(4), 20-27. (ISSN: 2321: 8916)
38. Singh g. , chernikov ,u. s., & singh s. (2017). The Efficacy of Sustainability of entrepreneurs on long term commitments and tradition : A case of India. *European journal of economic and management*, 4(1),77-92.
39. Singh g. , & singh s. (2017). Unequal Distribution of Power and Consequences for Indian Entrepreneurial Development. **Singapore Management Journal**, 6(1). 29-60.
40. Singh g. , & singh s. (2017). Gender Dominance in the Development of Indian Entrepreneurs. **Singapore Management Journal**, 6(2). 7-26.
41. Singh g. , chernikov ,u. s., & singh s. (2017). The inquisition of uncertainty avoidance index in the emanation of entrepreneurial development. **Journal of Entrepreneurship and Management**,(6)3.81-92.
42. Gour, T. & Singh, G. (2018). Impact of Environmental factors on Sustainable Entrepreneurship in India. *Indian Management Studies Journal*, 22(1), 39-52.
43. Gour, T. & Singh, G. (2019). The efficacy of Economic goals on Sustainable Entrepreneurship in India. *Journal of Entrepreneurship and Management*, 8(1), 34-42.

FUNDED RESEARCH PROJECTS

NATIONAL

S.No	Agency	Title	Duration	Amount
1.	University Grant Commission	Managerial Policies and Practices in Small and Medium scale industries in the state of Uttarakhand	2 Years	Rs 3,85,000/-
2.	All India Council for	Measuring Advertising Effectiveness through Consumer	3 Years	Rs 9,98,000/-

	Technical Education	Attitude, Retention & Psychographic profile in FMCG products		
3.	Indian Council of Social Science Research, New Delhi	The Influence of Hofstede Cultural Dimension Model on the Emergence of Entrepreneurial Development in Small and Medium Scale Enterprises in Northern India	2 Years	Rs. 4,79,450
4.	University Grant Commission	The Cultural Influence on Woman Entrepreneurial Development in Small and Medium Scale Enterprises in Uttarakhand	2 Years	Rs 604600/-
5.	Indian Council of Social Science Research, New Delhi	The Impact and Assessment of Disaster on Socio Economic sustainability in Uttarakhand	6 months (on-going)	Rs 95,675/-

INTERNATIONAL

S.No	Agency	Title	Duration	Amount
1.	Swiss Agency for Development and Cooperation, Embassy of Switzerland, New Delhi	Vulnerability Assessment for Small Businesses and Enterprises in Kullu District, Himachal Pradesh'	1 Years	Rs 9,52,600/-

PERSONAL BACKGROUND

Marital Status : Married
 Citizenship : India
 Birth date : January 1, 1976
 Languages : English, Hindi, Punjabi

Date:

(Dr. Gajendra Singh)