

CURRICULUM VITAE

Personal Profile

Saumya Singh
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Date of Birth

April 17, 1975

Gender

Female

Marital Status

Married

Permanent Address

C/o Dr. Shaktiman Singh
62-A Kanhaipur, Wazidpur
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Area of Specialisation and Interest

Advertising and Promotion Management, Retail Management, Rural Marketing and Entrepreneurship

Experience:

Academics:

- Working with Department of Management Studies, Indian School of Mines University, Dhanbad since February 2002.
 - o Serving as Associate Professor in Department of Management Studies, Indian School of Mines University, Dhanbad since October 2009.
 - o Served as Assistant Professor in Department of Management Studies, Indian School of Mines University, Dhanbad from October 2006 to October 2009
 - o Served as Senior Lecturer in Department of Management Studies, Indian School of Mines University, Dhanbad from February 2002 to October 2006.
- Served as Lecturer, Department of Management Studies, Purvanchal University, Jaunpur from 1997 to 1999

Academic Qualifications:

- Ph.D.: Awarded in the year 2001 by the Department Of Management Studies, Purvanchal University, Jaunpur on the topic 'Prospects of Entrepreneurial Development – A Case of Jaunpur District with Special reference to SIDA'.
- M.B.A.: Passed in 1st Division from Purvanchal University, Jaunpur in the year 1997 in Marketing specialization.
- B. Sc.: Passed with 1st Division from Purvanchal University, Jaunpur in the year 1994.

Research Publications:

International:

- Pathak P., Singh S. – 'The Search for a Good World : A New Paradigm Needed', Journal of ISM, Vol.4, No. 1, Oct 2009, pp 5-10
- Singh, S, Pathak P, 'Positioning a State as a Tourism Destination – A Case Study of Jharkhand', *Impact International Journal of Management Practices & Contemporary Thought* Vol. 2 Number 1, January-June 2007, pp 77-84.
- Pathak P, Singh, S, 'Packaging, Marketing and Selling – The three Imperatives of Indian R&D', *Impact, International Journal of Management Practices & Contemporary Thought* Vol.1, Number 1, July-December 2006, pp 49-56.
- Pathak P, Singh S, 'Managing Business Communication in Management Education- Issues and Dimensions', *Journal of Communication Practices, An International Multidisciplinary Research Journal*, Vol.2, Issue 2, July 2005, pp 75-84.

National:

- Pathak, P, Singh S. & Pathak N – 'Emphasizing the Morality Quotient – A Management Education Imperative for India' *Management Insight*, Vol. V, No. 2, December 2009 pp 1-8
- Pathak P, Srivastava P & Singh S – 'Sustainable Rural Development through Agripreneurship : A Case of Jharkhand Region' *Jharkhand Journal of Development and Management Studies*, Vol. – 7No. 4 (XXIX) October – December 2009, pp 3669 – 3676
- Singh S & Pathak N, 'Tourism in Jharkhand – An Evaluative Study' *Jharkhand Journal of Social Development*, Vol. – II, No. 1 & 2, December 2009
- Srivastava P, Pathak P & Singh S, 'Psycho Social Dimensions of Entrepreneurship in Jharkhand' *Jharkhand Journal of Social Development*, Vol. – II, No. 1 & 2, December 2009 pp 91-97
- Pathak P & Singh S, 'Fighting Attrition in Retail' *HRD Newsletter*, Vol. 24, Issue: 12, March 2009 pp 26
- Pathak P & Singh S, 'Competitive Advantage through Human Capital- The PSU Imperative' *Growth*, Vol36, No. 2, July – Sept 2008 pp. 1-5

- Pathak, P & Singh S. – ‘Glasnost and Management Education: Perestroika as the Imperative’ *Management Insight*, Vol. IV, No. 1, June 2008
- Singh S & Pathak P, ‘Revisiting Organisational Theory for Responsive Management Education’, *Alternative*, Vol. VI, No. 2, April-September 2007, pp 50-57
- Singh S & Pathak P, ‘Destination India — What MNCs Need to Know’, *Alternative — Vol. V, No. 02 April-September 2006*, pp 74-81
- Singh S, ‘Increasing e-Effectiveness through Internet Marketing’ *Kindler Vol V Number 1*, January-June 2005, pp 59-72
- Pathak P & Singh S, ‘Building a Value Based Society – The Search of a New Paradigm’ *Social Science International Volume 21, Number – 1, January, 2005*.
- Pathak P, Singh S & Sen M, ‘Return on Investment Marketing’ *Indian Journal of Accounting Vol. XXXV (1), Dec. 2004*. pp. 41-47
- Pathak P & Singh S, ‘Marketing of Indian Research and Development- A Case Study’, *Management Insight Vol I, No. 1, December, 2004* pp. 51-60
- Pathak P & Singh S, ‘What does a Customer want in a Bike?’ *Paradigm. Vol. VIII No. 1, January-June, 2004*. pp. 46-64
- Pathak P & Singh S, ‘Women Managers – Are They Different?’ *Business Mandate Vol. XXXII No.8 Feb.-March 2004* pp. 9-10
- Singh S, ‘Prospects of Entrepreneurship – A Case of Satharia Industrial Estate, Jaunpur District UP’ *Siddhant (April-June) 2004* pp. 245-249
- Pathak P & Singh S, ‘Increasing Competitiveness through Marketing – A Case Study of Life Insurance Corporation of India’ *Alternative – Vol. 02, No. 01 March 2003*. pp. 32-38

Publications in Seminar Proceedings:

- Singh S, Kumar V, ‘Information Technology in Retail Sector’ in national Seminar on Recent Advances on Information Technology edited by Kumar et al published by Allied Publishers Pvt. Ltd. 2009, pp. 181-185
- Pragya, Singh S, ‘Environment Oriented Training through Management Education’ in national seminar on ‘Management Education - The Environmental Dimensions’ edited by Pathak et al published by Excel Books, 2008, pp 55-62
- Priyanka, Singh S, ‘Environment Entrepreneurship – The role of Management Education’ in national seminar on ‘Management Education - The Environmental Dimensions’ edited by Pathak et al published by Excel Books, 2008, pp 63-71
- Singh K Amit, Singh S, ‘Sustainable Development of Environment through Social Entrepreneurship’ in national seminar on ‘Management Education - The Environmental Dimensions’ edited by Pathak et al published by Excel Books, 2008, pp 295-306
- Singh S, Chinki, ‘Services Marketing – CRM imperative’ in national seminar on ‘Managing in the New Global Order’ edited by Mukherjee et al published by Excel books, 2007, pp. 281-290

- Singh S, Pathak P, 'Revisiting Marketing Management for Market Leadership' Mukherjee et al. edited Proceedings of *National Seminar on Management Challenges – The Road Ahead*, Allied Publishers, New Delhi, pp 215-222.
- Singh S, Pathak P, 'Creating a New Cultural Paradigm – Teams as the Competitive Imperative' Chapter included in *Value Creation and Human Development the Emerging Dimensions Excel*, N. Delhi 2004. pp 230-237

Book Published and Chapters included in book:

- 'Human Resource Management in Retail' published by Vikas Publishing House Pvt. Ltd coauthored by Pathak P
- 'Management Process and Organisational Behaviour' 'part text' published by Vikas Publishing House Pvt. Ltd coauthored by Pathak P
- 'Entrepreneurship and Economic Growth: The India Perspective' Chapter included in *Developmental Aspects of Entrepreneurship* Sage Publications, N Delhi 2007 pp 76-86
- 'Life Insurance Corporation – The Leader on the Back foot' Chapter included in *Insurance - Theory and Practice* PHI, N. Delhi 2005. pp 38-49

Book Review:

- **Commissioned reviewer** for Pearson Education, McMillan and Prentice Hall of India (Leading publishers of management Books).
- 'Special Economic Zone' – by Raman, T and Diwan, P in *Siddhant, Vol. 3, No. 3, July-September 2003*
- 'Advertising – Principles and Practices – by Wells, Burnett and Moriarty', *The Alternative - Journal of Management Studies & Research*, Department of Management, BIT- Mesra,

Seminar Presentations:

- Singh S, Srivastava P, *8th Biennial Conference on Contemporary Issues in Entrepreneurship Research* organized by Entrepreneurship Development Institute of India, Gujarat held on 19-21 March, 2009 on the paper titled 'Women Entrepreneurship in India – An Evaluative Study'
- Pathak P, Singh S, *8th Biennial Conference on Contemporary Issues in Entrepreneurship Research* organized by Entrepreneurship Development Institute of India, Gujarat held on 19-21 March, 2009 on the paper titled 'Creating Social Entrepreneurs through Management Education – A Case for India'
- Kumar V, Singh S, *National Seminar on Recent Advances on Information Technology* organized by Department of Computer Science and Engineering, Indian School of Mines

University, Dhanbad held on 6-7 February, 2009 on the paper titled 'Information Technology in Retail Sector'

- Singh, S, Pathak N., 7th Euro Asian Entrepreneurship and Management Network Conference organized by EuroAsian, The Netherlands in collaboration with Centre for International Trade and Technology and IIFT, Delhi held on 21 and 22 October, 2008 on the paper titled 'Status of Entrepreneurship Education and Training in India.'
- Singh S, Singh, Amit K, International Conference on "Innovation in Tourism Competitiveness and Sustainability" organized by Indian Institute of Tourism and Travel Management held on December 20-22, 2007 on the paper titled "Marketing the Innovations in the Tourism Industry"
- Srivastava P, Singh S, National Seminar on Energy and Environment – New Age Management Education Dimensions, Organized by Department of Management Studies, Indian School of Mines, Dhanbad, during November 2&3, 2007; on the topic 'Environment Entrepreneurship: The Role of Management Education.'
- Pragma, Singh S, National Seminar on Energy and Environment – New Age Management Education Dimensions, Organized by Department of Management Studies, Indian School of Mines, Dhanbad, during November 2&3, 2007; on the topic 'Environment oriented Training through the Role of Management Education.'
- Chinki, Singh S, International Conference on "Best Of East And West: Nurturing Performing Organizations", organized by Prestige Institute of Management & Research, Indore held on January 30-31, 2007 on the paper titled "Making Loyalty Work- CRM holds the Key"
- Chinki, Singh S, International Conference on "Marketing In The New Global Order", organized by Indian Institute Of Management Indore, India And North American Society For Marketing Education In India, USA held on December 18-20, 2006 on the paper titled "Customer Relationship in Services Industry-A Paradigm Shift".
- Chinki, Singh S, National Seminar on "Business Strategies in The Borderless World", organized by Amity Business School Manesar, Gurgaon held on October 8 - 9, 2006 on the paper titled "Changing Paradigm Of Customer Relationship In Hotel Industry".
- Chinki, Singh S, National Seminar on Management in the new global order –Quest for excellence, Organized by Department of Management Studies, Indian School of Mines, Dhanbad, during February 24 & 25, 2006; on the topic 'Services Industry – The CRM Imperative.'
- Singh S, Pathak P, International Seminar on "Creating Entrepreneurship-Development and Developing Entrepreneurial Management" March 16-18, 2006 at SJMSOM, IIT, Bombay on the topic 'Entrepreneurship and Economic Growth-The Indian Perspective.'
- Pathak P, Singh S, International seminar on "Human Capital Formation in the 21st Century: Is a New Paradigm Needed?" Dec 1-4, 2005 at FMS Delhi on the topic 'Human Capital Formation- Learning Individual Holds the Key.'

- *Singh S, Pathak P, National seminar on Management Challenges-The Road Ahead* at Dept. of Management Studies, Indian school of Mines, Dhanbad on the topic “Revisiting Marketing Management-The New Millennium Imperative.’
- *Pathak P, Singh S, 33rd IFTDO World Conference at New Delhi.* Paper published and presented on the topic “Creating A New Cultural Paradigm – Teams As The Competitive Imperative.”
- *Singh S, Nirma International Conference on Management at Nirma Institute of Management, Ahmedabad. NICOM 2004 Jan 2-4, 2004,* Paper published and presented on the topic - “Implications and Impact of New Technology – Internet Marketing.”
- *Pathak P, Singh S, Nirma International Conference on Management at Nirma Institute of Management, Ahmedabad. NICOM 2004 Jan 2-4, 2004* Paper published and presented on the topic - “Environment Management – Working with and through People.”
- *Singh S, 7th International and 38th National Conference of Indian Academy of Applied Psychology”* at JNV University, Jodhpur. Paper presented and published on topic “Values Education – Need of the Hour.”

Research Projects:

- ‘Impact Of Access To Microfinance On Women Entrepreneurship And Empowerment’ – Funded by UGC, Status – Ongoing
- ‘Developing e-Content for Training and Development Modules for Managerial and Non Managerial personnel’ – Funded by MHRD, Status - Ongoing
- ‘A Study on Promotion of Jharkhand as a Tourism Destination’ A Minor Research project funded by Indian School of Mines, Status – Completed

Consultancies /workshops/QIPs and FDPs:

- Organised Executive Development Programme for Senior and Middle Level Managers of CIMFR during March 22- 23, 2010 as a team member.
- Organised Executive Development Programme for Senior and Middle Level Managers of Power Grid Corporation Limited during December 21-23, 2009 and January 18-20, 2010 as co-coordinator.
- Attended Quality Improvement Program on ‘Entrepreneurship Development for faculties’ during 26th March 2009 to 11th April 2009 conducted by at IIT Kharagpur
- Organised workshop on e-Governance Awareness as coordinator in DMS, ISMU, Dhanbad during 1&2 September, 2007
- Conducted workshop on Pupil Centric Teaching in DMS, ISMU, Dhanbad on 17 June 2007
- Completed consultancy assignment on Impact Assessment of CMPFO Initiatives in 2007 as a team member.
- Completed consultancy assignment on ‘Behaviour, Modification and Personality Reorientation of Front Line Staff’ for Indian Oil Corporation Limited in February 2006 as a team member

- Attended Quality Improvement Program on 'Entrepreneurship and Business Management Techniques' during 11 September 2006 to 15 September 2006 conducted Entrepreneurship Development and Industrial Coordination Department, NITTTR, Chandigarh

Subjects being taught:

- Marketing management
- Sales and Distribution Management
- Strategic Management
- Advertising and Promotion Management
- Consumer Behaviour

Academic & Administrative Responsibilities:

At Institute level:

- Faculty in Charge Training and Placement, MBA Program – Since Feb 2005.

Membership in Professional Bodies:

- All India Management Association (AIMA), New Delhi,
- Association of Indian Management Scholars (AIMS) International