




महेन्द्रगढ विश्वविद्यालय, बरेली

Title	Dr.	First Name	Pushpendra Bahadur	Last Name	Singh	Photograph 
Designation	Associate Professor (Reader)					
Department	Business Administration					
Address (Campus)						
(Residence)	193/32-B, Civil Lines BAREILLY (UP)					
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Education						
Subject	Institution		Year	Details		
PhD (Business Admin)	MJP Rohilkhand University, Bareilly		2000	Thesis topic: A Study of Consumer Buying Behaviour with respect to Durable Product – A Case Study of Television		
MBA	MJP Rohilkhand University, Bareilly		1990	Subjects: Major - Marketing Minor - HRM		
MSc	MJP Rohilkhand University, Bareilly		1988	Subjects: Physics		
Career Profile						
Organisation / Institution		Designation	Duration	Role		
Department of Business Administration, MJP Rohilkhand University, Bareilly, INDIA		READER	Nov 99 – Dec 07 Dec 09 – Till Date	Teaching, Research Work, Curriculum Development, Placement Coordinator, Proctor, Asstt. DSW		
Faculty of Business & Economics Jimma University, Jimma, ETHIOPIA		PROFESSOR (under scheme of Ministry of Education, Ethiopia funded by World Bank)	Dec 07 - Dec 09	MBA Coordinator, Teaching, Research Projects, CBE Program, Developing Teaching Material/ Curriculum		
Department of Business Administration, MJP Rohilkhand University, Bareilly, INDIA		Sr. Lecturer	Nov 96 – Nov 99	Teaching, Research Work, Curriculum Development, Placement Coordinator, Proctor, Asstt. DSW		
Department of Business Administration, MJP Rohilkhand University, Bareilly, INDIA		Lecturer	April 93 – Nov 96	Teaching, Research Work, Curriculum Development, Placement Coordinator, Proctor, Asstt. DSW		
Bareilly College, Bareilly, INDIA		Lecturer	Nov 93 – April 93	Teaching, Curriculum Development, Placement Coordinator		
Caravan India Ltd, New Delhi		Marketing Executive	Aug 90 - Nov 90	Monitoring Marketing Activities		
Research Interests / Specialization						
Marketing, Consumer Behaviour, Service Marketing, Retailing, HRM						

Teaching Experience (Subjects/Courses Taught)			
Management Concepts, Organisational Behaviour, Consumer Behaviour, Sales & Distribution Management, Retailing, Business Policy and Strategy, HRM, Compensation Management			
Honors & Awards			
Received BEST PAPER AWARD in an International Conference held at Muscat, Sultanate of Oman in the year 2006			
Publications (LAST FIVE YEARS)			
<u>Books / Monographs</u>			
<u>Year of Publication</u>	<u>Title</u>	<u>Publisher</u>	<u>Co-Author</u>
<u>In Indexed/ Peer Reviewed Journals</u>			
<u>Year of Publication</u>	<u>Title</u>	<u>Journal</u>	<u>Co-Author</u>
1995	Re-engineering—A Hallmark of Managerial Excellence at Customer Interface.	INDIAN JOURNAL OF COMMERCE Vol XLVIII No. 185 Part IV Dec. 1995.	
1996	Market Potential in Rural Areas--- Strategic Considerations.	“ VANIZYA ” Vol. 8, March 1996	
1996	Meeting Challenges of Insurance Selling in Rural Sector.	INDIAN JOURNAL OF BUSINESS ADMINISTRATION , Vol2, 1996-97	
2003	Empowering customer through CRM- A business strategy for growth.	INDIAN JOURNAL OF COMMERCE Vol no.56 part April-Sept 2003	
2005	Rising Retail Star – Pantaloon Retail (I) Ltd.	BIZCRAFT – The Journal of Contemporary Management Perspective Vol 1 No 1, July – December 2005	
2005	Empowering Women as Knowledge Entrepreneurs.	SAMADHAN – The Solution, A Journal For Perspective Managers Volume 6, July – December 2005	
2005	Knowledge Entrepreneurs – The Emerging Breed	MUSINGS – The Journal of Management Vol VII, Nos 1&2, January – December 2005	
2006	Management Education and Corporate Business – Issues & Challenges.	incorporated in form of CD at IIM, Ahmedabad- 2006	
2006	Brand India – Strategic Considerations.	MANAGEMENT TRENDS Vol 3, No.1, October 2005 – March 2006	
2007	Uttranchal Tourism – Branding a Tourist Destination	JOHAR – Journal of Hospitality Application & Research Vol 2, Nos 1, January 2007	
2007	A SWOT Analysis of ITES – BPO Industry	ACME – Journal of Management & IT Vol 6,	

2007	Tourism Services: The Promoter of Indian Economy	No. 6, February 2007 ACME - Journal of Management & IT Vol 6, No. 6, February 2007.
2010	Marketing & Branding higher Education: Issues and Challenges	Review of Business Research , an International Journal of IABE listed in Cabell's Directories and Ulrich's International Periodicals Directory, Vol 10, No 1, 2010

Articles

1. "*Managing the Global Pipeline*", presented in International Seminar organized by IIM, Kozikode, Calicut Dec 21-22, 2004 and published as an article in a **BOOK** entitled- **Managing Customer Relationship**, edited by Prof. R.Nargundkar (Excel Book) ed. 2005
2. "*Managing Professional Education in University – Problems & Prospects*", presented in National Seminar organized by Amrapali Institute of Management, Haldwani Oct 8-9, 2004 and published as an article in a **BOOK** entitled **Manthan**, ed. 2004
3. "*Organic Rural India – Go Global*" published as an article in a **BOOK** entitled- **Managerial Rainbow**, edited by Dr. A.K.Malviya (Kitab Mahal), India, ed. 2005
4. "*Higher Education System in Indian Universities – Challenges and Task Ahead*", presented in National Conference on Role of Private Participation in Higher Education, sponsored by UGC, New Delhi and organized by DAV Centenary College, Faridabad, March 28-29, 2006 published in **Manthan**, ed. 2006
5. "*Indian Tourism Industry – Marketing Perspectives*" published as an article/ chapter in a **BOOK** entitled- **Cutting Edge Research in Tourism**, edited by Dr. S.P.Bansal (Abhishek Publications, Chandigarh), India, ed. 2008
6. "*Innovative Marketing Strategies in Tourism*" published as an article/ chapter in a **BOOK** entitled- **Travel and tourism Management – Contemporary Issues & Trends**, edited by Dr. Deepak Raj gupta & Anil Gupta (Abhishek Publications, Chandigarh), India, ed. 2008
7. "*The Making of Brand India*" published as a chapter in a **BOOK** entitled- **Nation Branding: Concepts and Country Perspectives**, edited by Dr. Nishit Kumar & Anil Varma (ICFAI University Press), India, ed. 2009

Conference Presentations

1. "*HRD Climate & System Implementation—A case study of Mathura Refinery*" presented in the National Seminar Organized by Deptt. Of Business Administration, Rohilkhand University, Bareilly and published in the proceedings of the Seminar; Oct. 12-14,1993.
2. "*Work Planning & Review System – HRD Intervention in LIC of India*" presented in the National Seminar Organized by Deptt. Of Business Administration, Rohilkhand University, Bareilly and published in the proceedings of the Seminar; Oct.12-14, 1993.
3. "*Understanding Human as an Asset*" published in the souvenir released during the National Seminar Oct.12-14, 1993, organized by Deptt of Business Administration, Rohilkhand University, Bareilly.
4. "*Commerce Education Perspective & Reforms*" presented in the seminar organized by Bareilly College, Bareilly on Feb. 12,1995 and published in University News.
5. "*HRD – Vision 2000*" published in souvenir – National Seminar, conducted by Faculty of Management, M.J.P Rohilkhand University, Bareilly on 20-21 Sept, 1997.
6. "*Challenges to Indian Companies in 21st Century*" published in souvenir -- National Seminar, conducted by Faculty of Management, M.J.P Rohilkhand University, Bareilly on 20-21 Sept 1997.

7. "*Life Insurance in India- vision 2000 strategic perspectives*" published in souvenir – National Seminar, conducted by Faculty of Management, M.J.P Rohilkhand University, Bareilly on 20-21 Sept, 1997.
8. "*I.T Challenges for Management in 21st Century*" published in souvenir – National Seminar, conducted by Rakshpal Bahadur Institute of Management, Bareilly on 6th March 1999.
9. "*The concept of e-Banking*" published in the souvenir – International Seminar, conducted by the Faculty of commerce, Bareilly College, Bareilly on 30-31 Jan 2001.
10. "*Net banking -- Problems And Prospects*" published in the souvenir – International Seminar, conducted by the Faculty of commerce, Bareilly College, Bareilly on 30-31 Jan 2001.
11. "*Relational Banking – Post Reform Strategy for Survival*" published in the souvenir – National Seminar on second phase reforms, Bhupal Nobles PG College, Udaipur, 2-3 March 2001.
12. "*Problems & Prospects of Management Education in University System*" published in souvenir – National Seminar on challenges in Higher Education in India, guru Jambeshwar University, Hisar, 3-4 March 2001.
13. "*Value Added Human Development – Reorienting & reengineering HR*" Published in souvenir-54 All India Commerce Conference, Amu Aligarh, Dec 22-24, 2001.
14. "*Posing Threats to economic Development – Strategic Measures,*" published in souvenir National Seminar on Economic Development in era of uncertainty, RBMI, Bareilly, Jan 20-21, 2002.
15. "*Tourism Development – Strategic Considerations*" published in souvenir – National Seminar on Tourism & Development, JS Hindu PG College Amroha, Feb 3-4 2002.
16. "*Globalization Challenges for Indian Education*" published in the proceedings of National Seminar on WTO & Allied issues, IIFT, New Delhi, Feb 2002.
17. "*E- commerce- Strategic Differentiator*" published in souvenir – International Conference on Vedic Values & Corporate Excellence, Gurukul Kangri Univ. Haridwar, Feb 22-24, 2002.
18. "*Knowledge Management- An approach to build learning organization*" published in the proceedings of National Seminar, IIMS, Bareilly, March 2002.
19. "*Lateral thinking –Unrealistic vision or attainable reality*" published in the souvenir- National Seminar on Managerial Effectiveness & Human Values, SRMSCET, Bareilly, March 7-8, 2003.
20. "*Restructuring Mental Maps*" published in souvenir- National Conference, organized by Faculty of Management Studies, Gurukul Kangri University, Haridwar Feb 20-21, 2004
21. "*Positioning Brand India through Global Marketing Mix*" published in souvenir National Seminar organized by, RBMI, Bareilly, March 11-12, 2005.
22. "*India Inc. In The Asian Century*" published in souvenir National Seminar on India's Promise in Asian Century: Vision & Action, RBMI, Bareilly, March 24-25, 2006
23. "*Organised Retailing in India – Challenges & Strategies*", presented in International Conference on Service Industry: Challenges & Opportunities, organized by Waljat Colleges of Applied Sciences, **MUSCAT**, SULTANATE OF OMAN, September 13-14, 2006. This paper received **BEST PAPER AWARD** in the technical session with a Certificate of Merit. This paper is likely to be published in one International Journal as well as in a book published by McMillan.
24. "*Tourism Development in India – Issues & Prospects*", presented in International Conference on Service Industry: Challenges & Opportunities, organized by Waljat Colleges of Applied Sciences, **MUSCAT**, SULTANATE OF OMAN, September 13-14, 2006. Publication in book by McMillan awaited.

<u>Books</u>	
<u>In Indexed/ Peer Reviewed Journals</u>	13
<u>Articles</u>	07
<u>Conference Presentations</u>	24
Public Service / University Service / Consulting Activity	
<ol style="list-style-type: none"> 1. Organized field work for Community Based Education program of Jimma University, Ethiopia in 2007-2009 2. Worked as Proctor as well as Asstt DSW from 2003 - 2007 3. Observer for conduct of University Entrance Exams almost every year. 4. Asstt. Coordinator – University Evaluation Centre in 2007 and 2010. 5. Served on Administrative Bodies of University like Executive Council, Academic Council, Board of Studies etc. 	
Professional Societies Memberships	
<ol style="list-style-type: none"> 1. Indian Commerce Association – Life Member 2. Rohilkhand University Management Society – Life Member 3. North India Management Association – Life Member 	
Projects (Major Grants / Collaborations)	
<ol style="list-style-type: none"> 1. UGC Minor Research Project 1995-96 2. UGC Minor Research Project 2003 	
Other Details	
<ol style="list-style-type: none"> 1. Supervised 8 PhD scholars. 2. Foreign Visits for Academic Purpose – <ol style="list-style-type: none"> a. Waljat College, Muscat, Oman 2006 b. Bank of Baroda, Dubai (UAE) – 2006 c. British Petroleum, Abu Dhabi (UAE) – 2006 d. Jimma University, Jimma (Ethiopia, Africa) 2007-09 	