

**Dr. PRIYA SINGH**

BBA, MBA, NET, Ph.D

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## ACADEMIC CREDENTIALS

- **PhD** (Dec.2017) on the topic “**Impact of Intellectual Capital and Organizational Learning on Business Performance: A Study of selected health care organizations**”.
- **ICSSR** Doctoral Fellow (Dec. 2015 onwards).
- **UGC- NET(Management/June 2010)**.
- **MBA** (2008), **BBA** (2006).

## EXPERIENCE

### **Institute of Business Studies**

**Chaudhary Charan Singh University, Meerut**

**Assistant Professor**

**May 2018 – Present**

- Training and Placement
- Imparting education to graduate (BBA and BBA(HA)) and postgraduate (MBA/MBA (HA)) students.
- Teacher Coordinator of IBS-DHA, CCS University, Meerut. (2021)
- Teacher Incharge in various courses of DHA. (2019-22)
- Guiding the project work/ dissertation of PG. (2018-22)
- Member of various committees of CCS University Meerut.
- **Area of Interest:** Marketing Analysis, Marketing Management, Marketing of Services, Consumer Behavior, Customer Relationship Management, Digital Marketing, Organizational Behavior, Human Resource Management, Negotiation and Counselling, Strategic Human Resource Management, Team Building and Leadership, Wage and Salary Administration, Employee Relations and Labour Laws, Training and Development, Entrepreneurship, Business Communication, Principles of Management, Research Methodology.

### **Institute of Professional Excellence and Management, Ghaziabad**

**Assistant Professor**

**July 2009 – April 2011**

- Imparted education to graduate and postgraduate students.
- Experience of guiding the project work/ dissertation of PG.
- Developed syllabus and overall course structure for PGDM I<sup>st</sup> semester and administered all grades.
- Member of Organizing Committee of National Seminars held in 2010 and 2011, admission, guest lectures, workshops, poster competition, quiz competition, evaluation and industrial visits.
- Member of Training and Placement cell.

## RESEARCH ACTIVITIES

### **Patents**

An Innovative Artificial Intelligence Based Framework for Financial Management (Application No.- 202211033229/Government of India).

Internet of Things (IOT) Based E.Learning Solutions for Slow, Medium and Fast Learners (Application No.- NU 2021105732)/Pericles.IPaustralia.gov.au/ols/auspat/ (2021).

### **Book published**

- Tyagi, N. & Singh, P. (2020). “Organizational Behavior: selected readings”, Bharti Publications, New Delhi.

ISBN: 978-93-89657-78-4

### **Articles in Edited Books**

- Tyagi, N., Shukla G., & Singh, P. (2021). “A Women’s Perspective of Entrepreneurship in MSME family Businesses”, World Scientific Publishing Company. [https://doi.org/10.1142/9789811212741\\_0005](https://doi.org/10.1142/9789811212741_0005)
- Singh, P. & Sharma, S., (2022) “A study of external environment of selected countries through PESTEL Analysis” in Future Trends in Management & IT (with special reference to Post Pandemic Period). Kaav Publications, New Delhi.

- Singh, P. (2022) “ Indian Diaspora Post 2014: Governance and Diplomacy” in Future Trends in Management & IT (with special reference to Post Pandemic Period). Kaav Publications, New Delhi.
- Singh, S. P., Singh, P. & Malik, S. (2017). **The Impact of MBA Programs on Organizations Success**. In S. N. Chauhan & Ashutosh Sharma (Eds.), Skill INDIA Initiative: Proceedings of National Conference on Convergence of Technology and Management for Advancing India. New Delhi, India: Bloomsbury.

#### Paper published

- Kohli. R. & Singh, P. et.al. (2021) “**WOMEN ENTREPRENEURSHIP IN INDIA: CHALLENGES AND OPPORTUNITIES**”. *Oeconomia Copernicana*. ISSN:2083-1277  
[https://oekonomiacopernicana.pl/sdm\\_downloads/527/](https://oekonomiacopernicana.pl/sdm_downloads/527/)
- Kohli. R. & Singh, P. (2021) “**A Comparative study of impact of work Motivation strategies on Performance of employees**”. *ANVESAK*. UGC Care Group-1 Journal. ISSN: 0378-4568
- Tyagi, N. & Singh, P. (2019). **Does Fairness Perceptions of Academic Staff Interfere with the Managerial Effectiveness?** *Interntionl Journal of Innovative Technology and Exploring Engineering (IJITEE)*,8(12S), 2278-3075.
- Tariq, M., Afaq, K. M., Singh, V. & Singh, P. (2018). **Religion Wise Differences in Female's Attitude towards Role Portrayal of Women in T.V. Advertisements**. *Online Journal of Communication and Media Technologies*, 8(1), 112-129.
- Singh, S. P., Singh, P. & Malik, S. (2017). **Impact of Organizational Learning on Business Performance: A study of selected healthcare organizations**. *Global Journal for Research Analysis*, 6(4), 587-589.
- Singh, S. P. & Singh, P. (2017). **Intellectual Capital and Business Performance**. *International Academic Journal of Business Management, (IAJeST)*, 4(1), 96-101.
- Singh, S. P. & Singh, P. (2016). **Organizational Learning and Business Performance: A Study of Selected Health Care Organizations**. *The International Journal Research Publications (RJSSM)*, 6(8), 93-97.
- Singh, S. P., Singh, P., & Malik, S. (2016). **Relational Capital and Organizational Performance: A Study of Selected Banks**, *European Academic Research*, 3(10), 10518-10529.
- Singh, S. P., Malik, S., & Singh, P. (2016). **Factors Affecting Academic Performance of Students**, *Paripex-Indian Journal of Research*,5(4), 176.
- Singh, S. P., Malik, S., & Singh, P. (2016). **Satisfaction Level of Students Regarding the Quality of Management Education: A Study of Selected Institutes**. *South -Asian Journal of Multidisciplinary Studies (SAJMS)*,3(2), 272-277.

#### Paper presented: Few are listed below:

- International Conference on “ Advanced in Technology, Management and Sciences (Iatms-2019)” organized by The American College of Dubai and GISR Foundation India, paper titled “**Does Fairness Perceptions of Academic Staff Interfere with the Managerial Effectiveness?**” during October 30-31<sup>st</sup>, 2019.
- National Conference on “Implications of Management Theories on Literature Education, Social Science and Cultural Issues” at Faculty of Management Studies, Gurukula Kangri Vishwavidyalaya, Haridwar, paper titled “**Intellectual Capital and Business Performance in Higher Education Organisations**” on 30<sup>th</sup> September, 2018.
- National Conference on “Convergence of Technology and Management for Advancing India” at S. D. College of Engineering & Technology and S. D. college of Management Studies, Muzzaffarnagar, paper titled “**Intellectual Capital and Business Performance in Health care Organizations**” on 25<sup>th</sup> & 26<sup>th</sup> February 2017.
- National Seminar on “Convergence of Technology and Management for Advancing India”, at S. D. College of Engineering & Technology and S. D. college of Management Studies, Muzzaffarnagar, paper titled as “**The Impact of MBA Programs on Organizations Success**” on 25<sup>th</sup>-26<sup>th</sup> February 2017.
- International Conference on Corporate Governance: Retrospect and Prospects (ICCG IMSGZB 2017) at IMS, Ghaziabad, paper titled “**Intellectual Capital and Organizational Learning in healthcare organizations**” from 12<sup>th</sup>-13<sup>th</sup> Feb. 2017.
- International Conference on Management Perspectives “Transforming Business Practices for Innovation, Development & Governance” at Amity University, Rajasthan, paper titled “**Organizational Learning and Business Performance: A study of selected healthcare organizations**” on 1<sup>st</sup> & 2<sup>nd</sup> Sept. 2016.

## CONFERENCE/SEMINARS/WORKSHOP ATTENDED: Few are listed below:

- Attended one day workshop on **Internal Quality Assurance Control (IQAC)**, in **Chaudhary Charan Singh University, Meerut** (February' 4, 2019).
- Attended three days workshop on **Introduction to R and Statistical Analysis using R-Studio**, in Faculty of Management Studies, **Gurukula Kangri Vishwavidyalaya, Haridwar**, U.K. (November 23<sup>rd</sup> – 25<sup>th</sup>, 2018).
- Attended ICSSR sponsored 10 days' workshop on Research Methodology Programme for Ph.D. scholars in Social Sciences in **Lyallpur Khalsa College**, Jalandhar (March 16<sup>th</sup> – 25<sup>th</sup>, 2015).
- Attended one day workshop on Patent & Intellectual Property Rights in FMS, Gurukul Kangri University, Haridwar, U.K. (February 7<sup>th</sup>, 2015).
- Attended one week National workshop on Basics in Research Methodology and Statistical Analysis in School of Management Studies in association with Centre for Human Resource Management, **Punjabi University, Patiala** (November 28<sup>th</sup> – 4<sup>th</sup> December, 2014).
- Attended National conference on Business and Social Science in FMS, Gurukul Kangri University, Haridwar, U.K. (April 27<sup>th</sup>, 2014).
- Attended two days workshop on Health Awareness sponsored by Red Ribbon Club, USACS & Sara Industries in DMS, Kanya Gurukul Campus, Dehradun (Gurukul Kangri University, Haridwar, U.K.) (March 12-13<sup>th</sup>, 2014).

## OTHER INFORMATION

- Paper setter and answer sheet evaluator for various courses and universities.
- Synopsis Evaluator in Wisdom, Banasthali Vidyapeeth, Rajasthan.
- Has been Resource person in Webinar Series
- External Examiner for Viva-Voce & Research Paper Project Report Examination of in various courses.

## Workshop/Induction Programme/Webinars

- Attended and successfully completed **Refresher course** from **Ramanujan college, Delhi** (26 June 2020-24 July 2020). **MHRD-sponsored under PMMMNMTT**, organised by **TLC, Ramanujan College**, University of Delhi.  
FDP / Workshop / Induction Programme/Webinar attended and participated during Lockdown
- 6 Days FDP in “Developing Multimedia enriched Powerful Presentations” organised by GAD-TLC, New Delhi (11 August 2020- 16 August 2020).
- 4-Week Induction/Orientation Programme organised by Teaching Learning Centre, Ramanujan College, University of Delhi under the aegis of MINISTRY OF HUMAN RESOURCE DEVELOPMENT and PANDIT MADAN MOHAN MALVIYA NATIONAL MISSION ON TEACHERS AND TEACHING on the topic “ Faculty in Universities/Colleges/Institutes of Higher Education” (26 June 2020 – 24 July 2020).
- 6 Days FDP in E.content development for Teachers organised by Department of Mathematics, Statistics and IQAC of Rajarshi Chhatrapati Shahu College, Kolhapur on the topic “E.content Development for Teachers” (22 July 2020 – 27 July 2020).
- E-Shodh Sindhu Web of science certification series, jointly organised by Clarivate, Shodh Sindhu and Inflightnet. 15th June 2020 onwards. Certificate Id: 11654505020
- 7 days FDP on MOOCs and MOODLE based Learning Management System organised by Indira Gandhi University Meerpur, Rewari (15th June 2020- 22st June 2020).

## WEBINARS:

- Attended more than 20 webinars for intellectual enhancement during covid era.

## PERSONAL DOSSIER

**Date of Birth:** 28<sup>th</sup> December, 1984

**Marital Status:** Married

**Date:** 18/04/2021

**Place:** Meerut

(Priya Singh)