

## Curriculum Vitae

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### Education:

- Ph.D. (BIT, Mesra), 2010
  - MBA (Marketing), 1997
  - Summer University Course in Geopolitics (GIGS, Geneva), 2019
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### Academic Experience:

- Total experience of 23 years in academics
  - Currently working as Professor in Marketing with IMT Ghaziabad since 2014
  - Working with IMT Ghaziabad since 2010.
  - In the past, worked with the Birla Institute of Management Technology, Amity Business School, and APEEJAY Institute of Management.
  - Visiting faculty with EADA Business School, Barcelona, University of Haifa, IIM Raipur, and Institute of Rural Management, Anand.
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### Training & Consulting Experience:

- Sales & Marketing training of wholesale distributors (WDs) of Gujarat Cooperative Milk Marketing Federation Limited (GCMMF Ltd) all over India.
  - Creation of vision reports for the states of Punjab and Rajasthan on behalf of the Confederation of Indian Industries (CII), under late C. K. Prahlad's project '*India@75*'.
  - Cluster branding workshops for the manufacturers of Auto/tractor components and fasteners in the Tricity (Chandigarh, Mohali, and Panchkula) on behalf of TERI, SIDBI, and DFID.
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### Teaching Interests:

- Marketing Management
  - Rural Marketing
  - Channel management
  - Geopolitics & Business
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### Career Highlight:

- Declared Best Professor in Marketing Management at the World Education Congress in 2011
  - Awarded Dewang Mehta Award for Best Teacher in Retail Management in 2008
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### **Published Case Studies:**

- Singh, H, Aggarwal, R, and Bansal (2022), A, “GMR: Grounded at the Maldives International Airport”, registered with Emerald Emerging Markets case Studies, ISSN: 2045-0621
  - Rishi, B, and Singh, H (2022), “Lacoste: save Our Species campaign”, published in *Socially Responsible Consumption and Marketing in Practice* (eds: Bhattacharyya, J., Balaji, M.S., Jiang, Y., Azer, J., and Hewege, C.R.), Springer publications, ISBN: 978-981-16-6433-5.
  - Singh, H (2021), “Xiaomi: Selling across the border”, registered with Richard Ivey School of Business case repository, Case id:9B21M031.
  - Singh, H (2020), “Boeing versus Bombardier: Conflict over tariffs”, registered with Richard Ivey School of Business case repository, Case id: 9B20M210
  - Singh, H; Aggarwal, R., Kaur, R, and Ghial, R (2016), “Nestle India Limited: Maggi noodles at war with the regulators”, registered with Richard Ivey School of Business case repository, Case id: 9B16M034.
  - Singh, H, and Srinivasan, R (2015), “Lawrence and Mayo: Envisioning the future”, registered with Richard Ivey School of Business, Case id: 9B15A066.
  - Prashar, S; Singh H; Gude K K and Shaik, S (2014), “Royal Enfield Motorcycles: Reviving the Brand”, registered with Emerald Emerging Markets Case Studies, Vol 3(8).
  - Aggarwal, R; Prashar, S and Singh H (2014), “Failure of TouchPad: An HP story”, registered with The Case Centre, registration No. 514-068-1
  - Prashar, S; Singh H and Katiyar, A. (2013), “Maruti Suzuki India Ltd: Marketing”, registered with Richard Ivey School of business case repository. Case id: 9B13A001.
  - Singh, H, Aggarwal, R, and Kaur, R. (2014), “Maruti Suzuki India Ltd – Industrial Relations (B)”, registered with Richard Ivey School of Business. Case id: 9B14C048.
  - Aggarwal, R; Singh, H and Kaur, R. (2013), “Maruti Suzuki India Ltd – Industrial Relations:”, registered with Richard Ivey School of Business. Case id: 9B13C009
  - Prashar, S; Singh, H and Kara, N (2013), “Mumbai Indians: A case on social media marketing”, Emerald Emerging marketing Case studies Journal, Vol. 3(4)
  - Singh H, Nafees L, Datta K and Krishnan O. (2012), “Narrowing the last mile gap in rural connectivity: Through the looking glass of a distributor”, registered with European Case Clearing House (ECCH). Case id: 512-084-1.
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### **Research articles:**

- Bandopadhyay, Singh, H, and Fry, A. (2020), “A critical evaluation of online retail business in North America and India”, *The Journal of International Business Research and Practice*, Vol. 14.
- Prashar, S; Singh, S, Prasad, C, and Vijay, T.S. (2019), “Segmenting Indian mall shoppers on attractiveness factors”, *International Journal of Services Technology and Management*, Vol. 25(1), pp. 18-35.
- Prashar, S; Singh H; Prasad, C and Vijay, T.S (2017), “Predicting Indian Shoppers’ mall loyalty behavior”, *Vikalpa*, Vol. 42(4), pp. 234-250.
- Prashar, S., Vijay, T.S., Singh, H, and Prasad, C. (2017), “Typology of Indian e-buyers: clustering on the basis of online shopping motives”, *World Review of Science, Technology and Sustainable Development*, Vol. 31(1), pp. 3-17.
- Prashar, s; Gupta, S; Singh, H; Vijay, T.S., and Prasad, C. (2016), “Clustering shoppers by mall experience for emerging Indian city”, *Asian Academy of Management Journal*, Vol. 21(2), pp. 53-73.
- Prashar, S, Singh, H, and Sarma, P.R.S. (2016), “Hierarchy of shopping experience at Indian malls: A conceptual model using Interpretive Structural Modelling”, *Journal of Distribution Science*, Vol, 14(2), pp. 5-12.
- Singh, H (2016), “Borrowed Glory”, *Indian Management; Journal of All India Management Association*, Vol. 55(10), pp. 65-68.
- Singh, H and Prashar, S. (2014), “Anatomy of shopping experience for shopping malls in Mumbai: A Confirmatory factor analysis approach”, *Journal of Retailing and Consumer services*, Vol. 21 (2), pp. 220-228. (Elsevier Publication).
- Singh H and Dash, P (2014), “Exploring the determinants of Mall Management from Customer’s Perspective in India”, *Business Perspectives*, Vol. 13(1), pp. 7-15.
- Singh, H and Aggarwal, R (2013), “Marketing of Geographical Indications in India: An Analysis”, *European Intellectual Property Review*, Vol. 35(11), pp. 667-673. (Sweet & Maxwell Publication).
- Singh, H. And Prashar, S. (2013), “Factors defining shopping experience: An analytical study of Dubai”, *Asian Journal of Business Research*, Vol. 3(1).
- Singh, H and Dash, P (2013), “Determinants of mall-image in the Indian context”, *Asia-pacific Journal of management Research and Innovation*, Vol. 8(4), (Sage Publication).

- Singh, H and Dave, K (2013), “FDI in multi-brand retail: An empirical study of consumers in the NCR (India)”, International Journal of Indian Culture and Business Management, Vol. 7(1).
  - Rishi, B and Singh, H (2012), “Determinants of Supermarket shopping behaviour in a emerging market”, Journal of Retail and Business Management Research, Vol. 7(1).
  - Singh, H and Sahay V. (2012), “Determinants of shopping experience: Exploring the mall shoppers of National Capital Region (NCR) of India”, International Journal of Retail and Distribution Management, Vol. 40(3).
  - Singh, H. (2012), “Financing Indian Shopping Malls: A case against fragmented ownership”, Retail Property Insights, Vol. 19(1).
  - Singh, H., Chadha, S, K. and Rishi, B. (2010), “Measurement of Retail Service Quality: A case study of Vishal Megamart”, International Journal of Services & Standards, Vol.6 (2).
  - Singh, H., Bose, S. K. and Sahay, V. (2009), “Management of Indian Shopping Malls: Impact of the pattern of financing”, Journal of Retail and Leisure property, Vol. 9(1), pp. 55-64.
  - Singh, H. And Bose, S. K. (2008), “My American Cousin: A comparison between Indian and the US malls”, Journal of Asia-Pacific Business, Vol. 9(4), pp. 358-372.
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#### **Books:**

- Book titled “Mall Management: Operating in Indian retail space” published by Tata McGraw Hill.
  - Book titled “Management Case Studies” published by Excel Books.
  - Book titled “Renvoi Perspectives-Management Caselets” published by Amity University Press.
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#### **Magazine articles:**

- Singh, H and Banga, A. (2010), “Lessons from India’s pioneering Malls”, Shopping Centre News, November-December, pp. 36-38.
  - Singh, H. (2007), “Ten Commandments”, Images retail, Vol. 6(5), pp. 80-84.
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