



## SRI GURU GRANTH SAHIB WORLD UNIVERSITY FATEHGARH SAHIB

(Established under Punjab State Act 20/2008 and Approved under Section 2 (f) of UGC Act, 1956)

<http://www.sggswu.edu.in>

**DEPARTMENT:** COMMERCE & MANAGEMENT

**Name of the Faculty:** Dr. Lalit Singla

**Designation:** Assistant Professor

**Area of Specialization:** Marketing & Research

**Experience (in years):**

Industry	Academics	Research	Consultancy	Total
11 Months	8 Yr. 9 Months			9 Yr. 8 Month



### **PRESENT JOB**

- ❖ Presently working as Assistant Professor in School of Commerce & Management at “Sri Guru Granth Sahib World University”, Fatehgarh Sahib from 19<sup>th</sup> July 2012.

### **JOB EXPERIENCE**

#### **Teaching Experience**

- ❖ Worked as Associate Professor & Head (U.G) for Business Administration in “RIMT - Institute of Management and Computer Technology”, Mandi Gobindgarh from 16<sup>th</sup> July 2008 to 19<sup>th</sup> July 2012.
- ❖ Worked as Lecturer for Business Administration in “Malwa Institute of Management”, Dhablan (Patiala) from 1<sup>st</sup> June 2007 to 15<sup>th</sup> July 2008.
- ❖ Worked as Part time Lecturer for Business Administration in ICFAI – INC Patiala Centre from October 2006 to December 2006.

#### **Industry Experience**

- ❖ Worked as Sales Executive (Scale-V) at “Surya Roshni Limited” (Lighting Division), Zirakpur from 18<sup>th</sup> Jan 2007 to 31<sup>st</sup> May 2007.
- ❖ Worked as Business Marketing Executive at “Hi-Glo Holo Images Pvt. Ltd., Patiala” (Manufacturer of Holograms) from 1<sup>st</sup> July 2006 to 17<sup>th</sup> Jan 2007.

### **PROFESSIONAL QUALIFICATIONS**

- ❖ Ph.D (Management) from School of Management Studies, Pbi. Univ., Patiala (January, 2012).
- ❖ Master of Philosophy in Business Administration (M.Phil) with First Division from Periyar University, Salem (Tamil Nadu) (June 2008).
- ❖ Master of Business Administration (MBA) with First Division from Kurukshetra University, Kurukshetra with Specialization areas of Marketing (Major) & Finance (Minor). (2004-2006)
- ❖ Diploma in Computer Programming (DCP) with ‘B’ Grade from CAL-C Education. (2002-03).

### **EDUCATION QUALIFICATIONS**

- ❖ Bachelor of Commerce from Punjabi University, Patiala. (2001-2004)
- ❖ 10+2 from Punjab School of Education Board, Mohali. (2001)
- ❖ Matriculation from Punjab School of Education Board, Mohali. (1999)

### Papers published in Refereed International/National journals

S.N	Title with page no.	Journal	National/ International	ISSN/ ISBN No.	No.of Co- authors if any	Whether you are the main author
1	Customer Loyalty & Service Quality in Telecom pp. 106-111	Gulzar Group of Institutes Journal of Engineering Sciences & management	National	2250-3854	Two	No
2	Indian Branding Scenario: Challenges in The Next Decade pp.137-147	PCTE- Journal of Business Management, Vol. 9, Issue No. 2, July- Dec. 2012	National	0973-4066	Two	Yes
3	Managing Occupational Stress: A Study of Marketing Executives in Public and Private Life Insurance Companies pp.55-72	Indian Journal of Management Studies Vol. 17, No.2, October 2013	National	0974-4355	Two	Yes
4	Emerging retail scenario in India: A Review pp.41-46	PIMT-Journal of Research, Vol. 6, No. 2, January-June, 2014	National	02278-7925	Two	No
5	A Study on Effect of Occupational Stress among Marketing Executives in Life Insurance Companies pp 84-99	GSSDGS-Global Journal of Accounting & Management, Vol. 3, No. 1, January-July, 2014	National	0976-9366	One	Yes
6	Assessing training & development needs of middle level managers on the basis of organizational & task analysis: A comparative analysis of Publics & Private sector banks	PCMA Journal of Business	National	0974-9977	Two	Yes
7	Growing Environment Concerns in India: A Study of Green Marketing in Indian Corporates	Indian Journal of Management Studies October 2014	National	0974-4355	One	Yes
8	Emerging Marketing Techniques Taken by Multinational Companies	International Journal in Applied Studies and Production Management (IJASPM), Vol.4, 1 <sup>st</sup> Issue, 15 <sup>th</sup> Nov., 2015 – 15 <sup>th</sup> Feb.,2016)	International	2394-840X	Two	Yes

9	Customer Perception Towards Internet Banking	Journal of Emerging Trends in Engineering, Science and Technology (JOETEST), Vol. 4, No. 1, January-March, 2016	National	2394-5354	Two	Yes
10	Perception of Teachers regarding the Impact of Mid-day Meal Scheme on Improving Health Status of the Students	PCMA Journal of Business (March, 2016)	National	0974-9977	Two	No
12	Contribution to Modern Technology for Human Welfare	CGC-Journal of Management (March, 2016)	National		Two	Yes
11	Employee's Perception towards Corporate Restructuring in Public & Private Banks	University Journal of Management & Commerce (UJMC) [An International Peer-Reviewed Journal] [March, 2016]	International		One	Yes
13	Celebrity Endorsement as a Marketing Strategy in Indian Perspective (In Press)	Journal of Guru Kashi University, Talwandi Sabo (April, 2016)	National		One	Yes
14	Managing Occupational Stress among Marketing Executives: A Review (In Press)	PCTE- Journal of Business Management, (July, 2016)	National	0973-4066	One	Yes

### Full papers in Conference Proceedings

S.N	Title with page no.	Details of the Conference publication	ISSN/ ISBN	No. of Co-authors, if any	Whether you are the main author
1	Standard of Research varies for Sustainable Growth pp.420-426 Date: 1 <sup>st</sup> – 2 <sup>nd</sup> March, 2016	Sustainable Development through green Initiatives Dr. B.S.Bhatia	978-81-929890-2-0	Two	No
2	Role of Patent & Intellectual property right in Environmental Management pp.485-495 Date: 25 <sup>th</sup> , 26 <sup>th</sup> & 27 <sup>th</sup> March 2008	Sustainable development (Contemporary Issues & Emerging Perspectives) Dr. B.S.Bhatia & Dhiraj Sharma	978-81-8450-281-7	Two	Yes
3	CRM: An effective way to save Modern customers pp. 208-218	Customer Relationship Management in Banking and Insurance Sector Dr.	DIMT, Doraha (Edition	Three	No

	Date: 24 <sup>th</sup> February 2008	R.K.Lekhi & Prof. (Mrs.) Supreet Kaur	2008)		
4	Indian Rural Marketing: Competitive advantage for modern Marketers Date: 8 <sup>th</sup> April, 2006	Strategic business Management: Creating competitive advantage in global economy Dr. K.N.S.Kang	978-81-8450- 025-7	Two	No
5	Customer satisfaction: A watchword in the Banking Services Marketing Date: 9 <sup>th</sup> , 10 <sup>th</sup> , 11 <sup>th</sup> March 2006	Service Sector Management Dr. B.S.Bhatia	978-81-8450- 121-6	Two	No

### Books published as single author or co-author or as editor

S.N	Title with page no.	Type of Book (Reference/Text)	Authorship (Single/Co-author/Editor)	ISBN	No.of Co-author, if any	Whether you are the main author
1.	Accounting & Reporting Standards	Text Book	V.K. Global Publications Pvt. Ltd. New Delhi.	978-93-5058-491-0	Two	No
2.	Principles & Practices of Management – II	Text Book	RD Publications, Jalandhar, First Edition, 2014	978-93-84594-06-0	Two	No
3.	Managerial Concepts & Business Ethics	Text Book	RD Publications, Jalandhar, First Edition, 2014	978-93-84594-02-2	Two	No
4.	Principles & Practices of Management – I	Text Book	RD Publications, Jalandhar, First Edition, 2015	978-93-84594-17-6	Two	No
5.	Business Organization	Text Book	RD Publications, Jalandhar, First Edition, 2015	978-93-84594-19-0	Three	Yes
6.	Contemporary Issues in Management	Edited Book	SGGSWU, FGS Feb., 2015	978-81-929890-0-6	Five	No
7.	Functional Management	Text Book	RD Publications, Jalandhar, First Edition, 2016	978-93-84594- -	Three	No
8.	Sustainable Development Through Green Initiatives	Edited Book	SGGSWU, FGS First Edition, 2016	978-81-929890-2-0	Five	No

### Research Guidance

S. N.	Name of the Research Scholar	Topic of Research Work	Completed/In progress	University
1	Puneet Walia (Supervisor)	Impact of Viral Marketing on Purchase Decision in Cellular Companies	In Progress (To be Submitted in November, 2016)	SGGSWU, FGS
2	Harpreet Singh (Supervisor)	Effectiveness of Training and Development Programmes for Sales Force in Selected Organizations of Lubricant Industry	In Progress (To be Submitted in March, 2017)	SGGSWU, FGS
3	Ritu Rani (Supervisor)	Impact of Celebrity Endorsements on Users Buying Behaviour towards FMCG Sector (Special reference to Household and Personal Care)	In Progress (To be Submitted in October, 2017)	SGGSWU, FGS
4	Monika (Supervisor)		In Progress	SGGSWU, FGS

#### Your own Ph.D. work (completed)

S.N	Title of the Thesis	University where Research work done	Year of completed
1	Managing Occupational Stress: A Study Of Marketing Executives In Public And Private Life Insurance Companies	School of Management Studies, Punjabi University, Patiala	January, 2012

#### Refresher Courses, Methodology Workshops, Training Courses, Teaching-Learning-Evaluation Technology Programmes, Faculty Development Programmes, Soft Skill Development

S.No.	Programme	Duration	Organized by
1	National level workshop-cum seminar on "Personality Metamorphosis (Getting Over All Limitations)"	6 <sup>th</sup> May 2005	Bhai Gurdas Institute of Management & Technology, Sangrur
2	Faculty development program on "Marketing Skills in Current economic environment"	17 <sup>th</sup> February 2007	Doraha Institute of Management & Technology
3	Faculty Development Program on "Data Analysis through SPSS"	30 <sup>th</sup> -31 <sup>st</sup> January, 2009	L.M.Thapar School of Management, Thapar University, Patiala in Association with SPSS South Asia
4	Short term programme on "New initiatives & directions in entrepreneurship & management" conducted by Entrepreneurship development & Industrial Coordination Department/Centre	18 <sup>th</sup> -20 <sup>th</sup> March, 2010	Guru Nanak Dev Engineering College, Ludhiana. (Organized by National Institute of Technical Teachers' Training & Research (NITTTR), Chandigarh)

5	Faculty Development Programme on "Research Methodology"	28 <sup>th</sup> July-1 <sup>st</sup> August, 2010	Baba Banda Singh Bahadur Engineering College, Fatehgarh Sahib. (Organized by Punjab Technical University, Jalandhar)
6	Faculty Development Programme on "Research Methodology, Statistical Tools & SPSS Workshop"	25 <sup>th</sup> -30 <sup>th</sup> July, 2011	RIMT - Institute of Management & Computer Technology, Mandi Gobindgarh. (Organized by Punjab Technical University, Jalandhar)
7	Faculty Development Programme on "Training the Trainers"	9 <sup>th</sup> -12 <sup>th</sup> Jan. 2012	RIMT-Institute of Management & Computer Technology, Mandi Gobindgarh (Organized by PTU, Jalandhar).
8	Faculty Development Programme on "Strategic Management in Contemporary Global Environment"	7 <sup>th</sup> -14 <sup>th</sup> December, 2012	RIMT-School of Management Studies, Mandi Gobindgarh (Organized by PTU, Jalandhar).
9	Workshop on "Human Resource Development-An International Perspective" conducted by Dr. Indi Seehra, Director, Human Resources, University of Cambridge, U.K.	5th Feb. 2013	School of Commerce & Management, Sri Guru Granth Sahib World University, Fatehgarh Sahib
10	Orientation Course	2 <sup>nd</sup> -29 <sup>th</sup> May, 2013	Academic Staff College, Punjabi University, Patiala
11	Workshop on "Research Methodology and SPSS"	24 <sup>th</sup> -28 <sup>th</sup> March, 2014	School of Commerce & Management, Sri Guru Granth Sahib World University, Fatehgarh Sahib
12	Refresher Course	9 <sup>th</sup> -28 <sup>th</sup> June, 2014	Academic Staff College, Punjabi University, Patiala
13	Workshop on " Data Analysis in Research Through SPSS "	18 <sup>th</sup> -24 <sup>th</sup> December, 2014	Sri Guru Granth Sahib World University, Fatehgarh Sahib
14	Global Workshop on Research: Issues and Methods	29 <sup>th</sup> February, 2016	Sri Guru Granth Sahib World University, Fatehgarh Sahib

### Papers presented in Conferences, Seminars, Workshops, Symposia

S.N	Title of the paper presented	Title of Conference/ Seminar etc	Date(s) of the event	Organized by	Whether International/ National/State/Regional/ University of college Level
1	Brand India: Hub of Opportunities in Investments and Services	Marketing Brand India Globally: Opportunities and Challenges	24 <sup>th</sup> February, 2016	Kahlsa College for Women, Civil Lines, Ludhiana	National Conference

2	Service Quality Analysis & Complaint Redressal System of Telecom Sector	Contemporary Issues and Challenges in Management	3 <sup>rd</sup> February, 2016	Mata Gujri College, Sri Fatehgarh Sahib	International Conference
3	Product Differentiation in Modern Marketing Environment	Innovations in Management	30 <sup>th</sup> January, 2016	Dashmesh Khalsa College, Zirakpur	National Seminar
4	Spirituality through Transformational Leadership	Spirituality and Management	27-28 Nov., 2015	Sri Guru Teg Bhadur Khalsa College, Anandpur Sahib	International Conference
5	Contribution of Modern Technology to Human Welfare	Innovative Strategies of Marketing in Present Era	29 <sup>th</sup> -30 <sup>th</sup> October, 2015	CBSA, CGC, Landran	Marketing Conference
6	Marketing Skills in Current economic environment	Skill Development in Higher Education	22 <sup>nd</sup> August, 2015	A.S.College, Khanna	National Conference
7	Contemporary issues in Management Research	Contemporary Issues in Commerce and Management	25 <sup>th</sup> April, 2015	Guru Kashi University, Talwandi Sabo, Bathinda	National Conference
8	Marketing as a tool of Sustainable Development	Strategies for Business Excellence in Global Era	21 <sup>st</sup> March, 2015	USM, KUK	National Seminar (UGC Financed)
9	Sustainable Corporate Philanthropy in Indian Corporations	Value Creation for Sustainable Development	17 <sup>th</sup> -18 <sup>th</sup> March, 2015	SCM, SGGSWU,FGS	International Conference
10	Impact of Corporate Restructuring on Employee's Perception: A Study Conducted on Banking Sector of India	India's development story in the backdrop of fast involving Global, Economic & Political Scenario	7 <sup>th</sup> – 8 <sup>th</sup> November, 2014	Multani Mal Modi College, Patiala (In Collaboration with PCMA)	International Conference
11	Emerging Retail Scenario In India: A Review	Business Innovations & Management	1 <sup>st</sup> March, 2014	GNIMT, Ludhiana	National Conference
12	Impact of Technology on Modern Business Activities	Business Management & Economics with the theme Managing Global Business in Turbulent Times	8 <sup>th</sup> – 9 <sup>th</sup> February, 2014	Chandigarh University, Gharuan	International Conference
13	Buddy your phone looks.....outdated by new one	Emerging Horizons in Science & Technology	17 <sup>th</sup> -18 <sup>th</sup> January, 2014	Sri Guru Granth Sahib World University, Fatehgarh Sahib	National Conference
14	Environmental issues & challenges in growth of business	Strategies for Sustainable Business Growth in India	5 <sup>th</sup> October, 2013	PIMT, MGGH	National Conference

15	E-Marketing: A Push to the sales of Corporates	Emerging Innovations in Business & Technology	27th April, 2013	Asra Group of Institutions	National Conference
16	Role & Challenges of Microfinance in Agriculture	Value Creation & Sustainable Development for the New Age Business: Issues & Challenges	5th March, 2013	NSE, New Delhi at University School of Applied Management, Pbi. Univ., Pta	National Seminar
17	Role of Advertisement in Impulse Buying Behaviour Among Indian Consumers	Emerging Paradigms in Business	21st-22nd December 2012	SGGSWU, FGS	International Conference
18	Viral Marketing	Marketing: Emerging Issues, Challenges & Strategies”	24th March, 2012.	Chandigarh Business School, Mohali	International Conference
19	Developing Entrepreneurship in Family Business in India	Entrepreneurship & Family Business”	17th March, 2012	Vidyasagar College of Management, Patiala	National Conference
20	Role of IT in Indian Financial Sector	Emerging Paradigms in Indian Financial Sector	28th Feb. 2012.	NSE of India at School of Applied Mgmt., Pbi. Univ., Patiala	UGC Sponsored National Seminar
21	Strategic Rural Marketing in Modern India	Strategic Management in Emerging Indian Scenario	27 <sup>th</sup> December 2011	Gulzar Group of Institutes	National Conference
22	Stress Management Strategies in Service Sector	International Business Conference	16 <sup>th</sup> & 17 <sup>th</sup> December 2011.	GSSDGS Khalsa College, Patiala	International Business Conference
23	E-Shopping: A New Marketing Mantra in Digital Marketing Era	E-Marketing: A new mantra in digital marketing era	10 <sup>th</sup> October 2011.	RIMT - Institute of Management & Computer Technology	International Conference
24	Emerging importance of Management thoughts in Business	New Paradigms in Management Theory & Practices	4 <sup>th</sup> -5 <sup>th</sup> September 2010	School of Management Studies, Punjabi University, Patiala	International Conference
25	A Study of organized Retail Sector in India	New Horizons of Retail Management: Challenges & Opportunities	20 <sup>th</sup> March 2010	DIMT, Doraha	National Seminar



26	Occupational Stress among Marketing Executives in Public & Private Life Insurance Companies: Factors, Stress Level & Effect on their Performance	Strategies for turbulent times & emerging new world order	5 <sup>th</sup> March 2010	RIMT-Institute of Management & Computer Technology, Mandi Gobindgarh	National Seminar
27	BPR: A Sensitive Issue for Indian Organizations	Business Process Re-Engineering	30 <sup>th</sup> January, 2010	Govt. Bikram College of Commerce, Pbi. Univ., Pta with the collaboration of PCMA, Ludhiana	National Conference
28	A Study on Employee Attrition in different Retail Outlets In Punjab & Chandigarh Regions	Business Challenges & Opportunities in South Asia	24 <sup>th</sup> -25 <sup>th</sup> October 2009	Golden Jubilee Seminar Hall, Panjab University, Chandigarh (in collaboration with PCMA)	International Conference
29	Emerging Paradigms in Commerce and Management Education	Emerging Paradigms in Commerce and Management Education	5 <sup>th</sup> September, 09	Khalsa College, Patiala	National Conference
30	CRM Practices in Banks: Analysis of major Banks in Punjab (Ludhiana)	Making Market Happen	6 <sup>th</sup> -7 <sup>th</sup> February 2009	School of Management Studies, Punjabi University, Patiala	National Seminar
31	Volatility in Indian Capital market	Indian Capital Market: A Way Ahead	25 <sup>th</sup> -26 <sup>th</sup> October, 2008	Punjab School of Management Studies, Punjabi University, Patiala	International Conference
33	Emerging Retail Marketing Scenario: An Indian Perspective	Managing Customer Loyalty	26 <sup>th</sup> -27 <sup>th</sup> September, 2008	M.M.Institute of Management, Maharishi Markandeshwar University, Mullana-Ambala	National Conference
33	Occupational Stress: A Study of Marketing Executives in Public & Private Life Insurance Companies	Business Challenges & Strategies in Emerging Global Scenario	30 <sup>th</sup> May 2008	Punjab College of Technical Education	International Conference
34	Knowledge Management in New World of Business	Organizational Excellence through Talent Management	12 <sup>th</sup> April 2008	Guru Nanak Institute of Management & Technology	National Seminar

### Invited Lectures and Chairmanships at National or International conference/Seminars

S. N	Title of Lecture/ Academic Session	Title of Conference/ Seminar etc	Date(s) of the event	Organized by	Whether International/ National/State
1	Session Co-Chair	Sustainable Development through Green Initiatives	1-2 March, 2016	Sri Guru Granth Sahib World University, Fatehgarh Sahib	International Conference
2	Resource Person-Panel Discussion	Innovations in Management	30 <sup>th</sup> January, 2016	Dashmesh Khalsa College, Zirakpur	National Seminar
3	Session Co-Chair	Spirituality and Management	27-28 Nov., 2015	Sri Guru Teg Bhadhur Khalsa College, Anandpur Sahib	International Conference
4	Session Chair in Technical Session	Skill Development in Higher Education	22 <sup>nd</sup> August, 2015	A.S.College, Khanna	National Conference
5	Resource Person in Technical Session	Contemporary Issues in Commerce and Management	25 <sup>th</sup> April, 2015	Guru Kashi University, Talwandi Sabo, Bathinda	National Conference
6	Organizing Secretary	Value Creation for Sustainable Development	17 <sup>th</sup> -18 <sup>th</sup> March, 2015	SGGS World University, Fatehgarh Sahib	International Conference
7	Organizing Secretary	India's development story in the backdrop of fast involving Global, Economic & Political Scenario	7 <sup>th</sup> -8 <sup>th</sup> November, 2014	Multani Mal Modi College, Patiala	International Conference
8	Executing Secretary	Emerging Horizons in Science & Technology	17 <sup>th</sup> -18 <sup>th</sup> January, 2014	SGGSWU, Fatehgarh Sahib	National Conference
9	Conference Secretary	Strategies for Sustainable Business Growth in India	5 <sup>th</sup> October, 2013	PIMT, Mandi Gobindgarh	National Conference
10	Convener in Technical Sessions	Preservation of Environment: Challenges Before Humanities	14 <sup>th</sup> March, 2013	Sri Guru Granth Sahib World University, Fatehgarh Sahib	National Conference
11	Organizing Secretary	Emerging Paradigms in Business	21st-22nd December 2012	Sri Guru Granth Sahib World University, Fatehgarh Sahib	International Conference
12	Resource Person in Technical Session	New Horizons of Retail Management: Challenges & Opportunities	20 <sup>th</sup> March 2010	DIMT, Doraha	National Seminar

13	Organizing Secretary	Business Process Re-Engineering	30 <sup>th</sup> January, 2010	Govt. Bikram College of Commerce, Pta	National Conference
----	----------------------	---------------------------------	--------------------------------	---------------------------------------	---------------------

**Any other information:**

**(i) Membership of Professional Society**

- Joint Secretary of Punjab Commerce & Management Association (Regd.), Ludhiana.

**(ii) Additional Information**

- Worked as In-charge of Business Club of School of Commerce & Management, Sri Guru Granth Sahib World University, Fatehgarh Sahib (2014-15).
- Worked as Member of Research degree board of School of Commerce & Management, Sri Guru Granth Sahib World University, Fatehgarh Sahib from September 2013.
- Worked as Member of Academic Council & Board of Studies (Management) at Sri Guru Granth Sahib World University, Fatehgarh Sahib from October 2012.
- Worked as “Head of Department (Graduation Wing)” of the RIMT-Institute of Management & Computer Technology, Mandi Gobindgarh from January 2011.
- Worked as Centre Superintendent/Dy. Superintendent of Sri Guru Granth Sahib World University, Fatehgarh Sahib from May 2013 – May 2014).
- Worked as Centre Superintendent of Punjab Technical University final examinations at RIMT-Institute of Management & Computer Technology, Mandi Gobindgarh. (May 2011 – June 2011).
- Worked as “Academic Co-ordinator” of the RIMT-Institute of Management & Computer Technology, Mandi Gobindgarh from Jan. 2009 to December 2010.
- Worked as Centre Assistant Controller of Punjab Technical University final examinations at RIMT-Institute of Management & Computer Technology, Mandi Gobindgarh. (Dec.2010-Jan 2011).
- Worked as Centre Deputy Superintendent of Punjab Technical University final examinations (Since Dec.2007 to till May 2010).
- Worked as “Academic Co-ordinator” of the institute at Malwa Institute of Management, Dhablan (Patiala) from June 2007 till July 2008.

**PERSONAL INFORMATION**

Date of birth : 8<sup>th</sup> November 1984  
Father's Name : Sh. Chaman Lal Singla  
Nationality : Indian  
Sex/marital Status : Male/Married