

**Dr. Lalit Singla**

**Area of Specialization: Marketing**

**Qualification: Ph.D, M.Phil, MBA ,B.Com**

**Designation: Assistant Professor**

**E-mail: drsinglalalit@gmail.com**

Dr. Singla has more than eleven years of industry and Teaching Experience. Before Serving to SGGSWU, FGS he has worked as Lecturer in the Premier Institutes under Punjab Technical University. He also served as Assistant Professor and Head of the Department in RIMT-Institute of Management and Computer Technology, Mandi Gobindgarh. He has more than twenty five Published Papers in International/National repute to his credit. He has authored/co-authored eight books. He has attended/participated and presented more than thirty five research papers in National/International level Conferences/Seminars/Workshops/Faculty Development Programmes/Short Term Programmes etc. He organized various National/International level Conferences/Seminars etc. He is also working as “Executive Member” of Punjab Commerce and Management Association, Ludhiana (Regd.). He is also working as Editor-in-Chief of peer reviewed online International Journal of Emerging Issues in Management and Technology (IJEIMT). Dr. Singla is currently guiding five Ph.D. candidates in the areas ranging from Marketing Management to Organization Behaviour. Dr. Singla teaches Graduate as well as Post Graduate Classes of Business Administration and handles Subjects in the Area of Marketing Management, Research, Accounting and General Management/Organization Behaviour. He is an active member of University Research activities, Member of the Board of Studies, Member of academic Counsel, Part of Examination System.