

Dr. Sarabjot Singh

B.Tech (IT), MBA UGC- NET, Ph.D

Assistant Professor

School of Business

Faculty of Management

**Shri Mata Vaishno Devi University, Katra,
(J&K), India**

Area of Specialization:

Operations, Retail Management, Securities
Management

Date of Birth

23rd January, 1987



Work Experience

Institution	Position	Period
Shri Mata Vaishno Devi University, Katra, (J&K), India	Assistant Professor	Since November, 2021
The Management Studies, Jammu University	Assistant Professor	October, 2015 to November, 2021
Government Degree College, (Boys) Kathua	Lecturer	August 2014 to July 2015

Educational Qualifications

Qualification	Year of Passing	Institution	Specialization	Division
Ph.D	2016	Shri Mata Vaishno Devi University, Katra, (J&K), India	Retail Management	--
UGC-NET	2013	University Grant Commission	Management	--
MBA (Business Economics)	2011	Shri Mata Vaishno Devi University, Katra, (J&K), India	Supply Chain Management & Marketing Management	7.78 CGPA
B.Tech	2008	M.B.S College of Engineering and Technology	Information Technology	1 st Division
HSC/12th	2004	SRML Higher Secondary School, Jammu	Non-Medical	1 st Division
SSC/10th	2002	Tiny Tots Hr. Sec. School, Jammu	Eng, Hindi, Maths, Sci, SST	1 st Division

PUBLICATIONS

1. Singh, S. (2018). Flow Theory and Offline Shopping Behaviour of Gen X. *International Journal of Management Studies*, Vol. V., 2(1), pp. 65-77.
2. Singh, S. (2016). Brand Engagement and Materialism: Attitude Toward Shopping. *IUP Journal of Brand Management*, Vol. XII (No. 3), pp. 7-22.
3. Singh, S. (2015). Consumer Behavioural Intentions toward Internet Marketing. *Global Journal of Science Frontier Research: E Interdisciplinary*, Vol. 15 (1), pp. 34-49.
4. Singh, S., Sinha, P. K. and Mishra, H. G. (2014). Shopping Habits and Decision Making Styles of Mall Customers. *BHU Management Review*, Vol. 4, pp. 21-33.
5. Mishra, H.G. Sinha, P.K, and Singh, S (2014). The effect of CRM stages along with Brand images and Value on sustainable corporate performances. *International Journal of electronics Customer Relationship Management*, Vol. 8 (N1/2), p. 31-50.
6. Singh, S., Mishra, H. G. and Sinha, P. K. (2013). Female consumer recreational shopping experiences. *International Research Journal of Business Studies*, Vol. 6 (1), pp. 1-11.
7. Singh, S., Sinha, P. K. and Mishra, H. G. (2013). An investigation of consumer specialty store and multi brand store loyalty. *International Journal of Basic and Applied Science*. Vol. 2 (2), pp. 254- 265.
8. Singh, S., Sinha, P. K. and Mishra, H. G. (2013). Specialty Store and Multi Brand Store Loyalty: An Indian Consumer Perspective. *ASEAN MARKETING JOURNAL*, Vol. 5 (2), pp. 125-138.
9. Mishra, H.G. Sinha, P.K., Singh, S. and Koul, S. (2013). Impact of Consumer Social Responsibility and Brand Social Responsibility Image on Brand Loyalty. *International Journal of Management Business and Research*, Vol. 3 (4), pp. 297-309.
10. Mishra, H.G. and Singh,S. (2012). Due to Television Commercial, Change in eating Habits and its Direct impact on obesity of teenager of Jammu. *The Public Administration and Social Policies Review*, Vol. 1 (8), pp. 110-119.
11. Singh, S. (2011). Consumers' motivation: An impact study of influential salesperson behavior. *International Journal of Sales and Marketing Management and Research*, Vol. 1 (2). pp. 63 -83.

PAPER IN CONFERENCES

1. Singh, S. (2015). Modi Branding Political Power or Fulfilling Social Cause: Swachh Bharat Abhiyan. 1st National Case Study Conference (NCSC-2015), Shri Mata Vaishno Devi University, Katra.
2. Singh, S. (2015). Family Decision Making Process: A Qualitative Study. National Business Research Conference (NBRC-2015). Sustainable Resource Management in North-West Himalayas: Socio-economic, Cultural and Political Interfaces. Jammu.
3. Singh, S., Mishra, H. G., Sinha, P. K. (2015). Female Consumer Recreational Shopping Experiences. 6th IIMA Conference on Marketing in Emerging Economics, Ahmedabad.
4. Mishra, H. G., Sinha, P. K., Koul, S. and Singh, S. (2014). Contribution of Customer Satisfaction to Consumer Loyalty in Service Encounters. Contemporary Issues and Trends in Fashion, Retail and Management. National Institute of Fashion Technology, Hyderabad.
5. Singh, S., Koul, S. and Sharma, M. (2014). Influence of Situational Factors on Shopping Malls. University of Jammu. Kathua Campus, NHRD, Business Dynamics: Contemporary Issues and Challenges. Jammu
6. Sinha, P.K., Mishra, H.G. and Singh, S. (2013). Consumer decision making styles and shopping behavior. Proceedings of 5th IIMA Conference on Marketing in Emerging Economics.
7. Sinha, P.K., Mishra, H.G. and Singh, S. (2013). A comprehensive model of consumer self concepts among brand specific and multi brand retail stores. 16th conference at NICOM.
8. Mishra, H. G., Sinha, P. K., Singh, S. and Koul, S. (2013). Changing Consumer Shopping Habits. International Conference on Research in Marketing. IIT Delhi.
9. Mishra, H.G., Sinha, P.K., Koul, S. and Singh, S (2013). Anand coir foam pvt. Ltd.-Nidra. Fourth asian invitational conference on family business. ISB, Hyderabad.
10. Mishra, H.G., Koul, S. and Singh, S (2013). Strategy for profitable growth: A Shalimar cattle feed story. ICBM International case competition.
11. Mishra, H. G., Koul, S. and Singh, S. (2013). Prathista Pvt. Ltd. 3rd South Asian Management Research and Case Conference at Indian Institute of Management Bangalore.

12. Mishra, H. G., Singh, S. and Koul, S. (2012). Retail Market Potential for Youth Brand Apparel. Economic Development through Educational Excellence. Banaras Hindu University.
13. Mishra, H.G. and Koul. S. and Singh, S. (2012). Role of brand ambassadors on consumer buying behavior. Second international marketing conference MARCON.
14. Singh, S. (2012). Analyze Retailing of Fresh Fruits and Vegetables Value Chains in Jammu Region. Strategic Dimensions of Value Chain for Sustainable Development. SMVDU.
15. Mishra, H.G. and Singh, S. (2011). Consumers' motivation: An analytical study of influential salesperson behavior on consumer emotions and motivation. Eleventh Global conference on flexible systems management. IIMK.

DOCTORAL CONSORTIUM

- ⇒ Singh, S. (2014). Store Choice Behaviour of Consumers: An Ethnography Study. Doctoral Consortium. American Marketing Association. Sheth Foundation. Held at Indian Institute of Management, Ahmedabad.

WORKING PAPERS

1. Govind, H.G., Sinha, P. K., Koul, S. and Singh, S. (2014). Buying Impulsive Trait: An Effective Moderator for Shopping Emotions and Perceived Risk. Working Paper. Indian Institute of Management, Ahmedabad.
2. Govind, H.G., Sinha, P. K. and Singh, S. (2014). Impact of Consumer Social Responsibility and Brand Social Responsibility Image on Brand Loyalty. Working Paper. Indian Institute of Management, Ahmedabad.

WORKSHOP

1. Singh, S. (2013). National Summit on Organic Farming. Ministry of Food Processing Industries Government of India. ASSOCHAM.

2. Singh, S. (2012). Course on Research Methodology for Ph. D Students. SMVDU. Katra.
3. Singh, S. (2012). Quantitative Methods and Technologies in Social Science Research. Chandigarh.

PROJECT DONE

- ⇒ UGC project entitled “Organized Retailing in Jammu” and worked under this project as project fellow.
- ⇒ Consumer Perceptual Mapping- Assessing Consumer Perception of Vodafone w.r.t Competition.
- ⇒ SMS Management Systems in Schools.