

Brief Profile

Name	: Dr. Ashutosh Singh
Date of Birth	: 06-09-1986
Educational Qualification	
• <i>Ph.D.</i>	: Uttarakhand Technical University, Dehradun (Change Management)
• <i>MBA</i>	: Gautam Budh Technical University, Lucknow
• <i>B.A.</i>	: Dr. R.M.L. Awadh university, Faizabad
Work Experience	
• <i>Teaching</i>	: 7.5 years
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Area of Interest	: Digital Marketing, Human Resource Management & CRM
Teaching	
• <i>Subjects Taught at PG Level</i>	: Digital Marketing, Human Resource Management, Conflict Management, Consumer Behavior, Personality Development, Research Methodology & Customer Relationship Management
Research Guidance	
• <i>MBA</i>	: 90+
Research Publications	
• <i>Journals</i>	: 10
• <i>Conferences</i>	: 3
No. of National/International Conferences attended/ Paper Presented	: 11
STC/FDP/Summer/Winter Schools/Workshops /Seminars attended	: 7
Certification Courses (NPTEL etc.)	: Introduction to people Management, IIM- B Marketing research and analysis , IIT-R Google Digital Unlocked, GOOGLE

LIST OF PUBLICATIONS

Journal:

- [1] Singh, A., & Kansal, K. K. (2017). Successful Implementation of Organizational change, HR Journal of management,9(1), 65-70.
- [2] Singh, A., & Kansal, K. K. (2017). Impact of organizational change and organizational stress towards employees' performance in it sector , Mangalmay Journal of Management and Technology No. 02/2017, Vol. 7, ISSN 0973-7251, pp 20-29.
- [3] Singh, A., Siddhu, C. & Srivastava, S. (2017). A study on benefits and challenges of E- procurement with special reference to indian railways, International Journal of Science, Technology and Management No. 02/2017, Vol. 6, ISSN 2394-1537, pp 532-542.
- [4] Singh, A., Siddhu, C. & Jain, S. (2017). A glimpse on women entrepreneurship in India, Krishnayan journal of J.P. School of Business No 2/2017 Vol. 4 ISSN 2347-9701, pp 13- 17.
- [5] Singh, A., Siddhu, C. & Singh, A. (2016). An empirical study on customer Relationship practices in Retail industry, Vidya International Journal of Management Research, 4(1),pp 71-78.
- [6] Singh, A., & Kansal, K. K. (2016). Employees perception towards organizational change in IT industry, International Journal of Research in Economics and Social Sciences (IJRESS) No 11/2016, Vol. 6, ISSN 2249-7382, pp 39-50.
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- [8] Singh, A., & Kansal, K. K. (2016) Impact of Change Management in Employees' Performance in Banking Sector, Vidya International Journal of Management Research, 4(2), pp15-22.
- [9] Singh, A. (2015). Managing employees in the changing environment with special reference to banking sector, International Journal of Research in IT and Management (IJRIM) No 5/2015, Vol. 5, ISSN 2231-4334, pp 52-57.
- [10] Singh, A., Goel, V. & Srivastava, S. (2015). CRM: A Winning Approach for Tourism Sector, International Journal of Engineering and Management Research No 2/2015, Vol. 5, ISSN 2250-0758, pp 321-325.
- [11] Singh, A. (2011). Brand relationship and switching behaviour for highly used product in young consumer, A journal of social science, No. 2/2011, Vol.-2 ISSN-0975-5535.

Conferences:

- [1] Singh, A. (2017). Women entrepreneurship and Change management, Organized by Vidya College of engineering, Meerut, ISBN 9789387283787 pp 87-92
- [2] Singh, A. (2014). FDI an opportunity for Indian Retailing Organized by Dewan V.S. Institute of Management, Meerut, ISBN 9789351562382 pp 92-96.
- [3] Singh, A. (2011) Recession : Role of monetary and fiscal policy Organized by Deptt. of economics ,Meerut College Meerut, ISBN 9789382420101 pp 59-63.