

-CURRICULUM VITAE

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Date of Birth : 5th Jan. 1972
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Permanent address : Nasib Singh, Vill -Nithori, Gahri Birbal
Karnal, India.

Educational Qualification :

- M.M.T. (Gold Medal), P.G.D.C.A, L.L.B, Ph.D. (K.U. Kurukshetra, India)

Total Teaching Experience: 24 Years

Work Experience :

Post held	Organization/Institute	From	To
Professor	Haryana School of Business, Guru Jambheshwar University, Hisar- 125 001, India.	01.11.20	Till Date
Associate Professor	Haryana School of Business, Guru Jambheshwar University, Hisar- 125 001, India.	01.11.17	31.10.20
Assistant Professor	Haryana School of Business, Guru Jambheshwar University, Hisar- 125 001, India.	31.10.05	31.10.17
Assistant Professor	Department of Business Management Ch. Devi Lal University, Sirsa, Haryana	10.09.04	31.10.05
Assistant Professor	Department of Commerce K.U. Kurukshetra-136119, India	30.09.03	23.03.04
Assistant Professor	Department of Commerce K.U. Kurukshetra-136119, India	29.09.02 08.10.01	23.04.03 23.04.02
Assistant Professor	University College K.U. Kurukshetra-136119, India	27.07.01 02.09.2000	08.10.01 01.03.2001
Territory Sales Manager	USV (UNITED STATES VITAMIN)	one year (1999-2000)	

CERTIFICATE of MERIT

1. Awarded **University Medal** for securing First Class, First position in order of Merit for MMT (Master in Marketing Technology), Year 1997-99.
2. HSB 4th Annual National Conference on Business & Management as Conference Co – Convener, 2012 awarded **Certificate of Merit**.

Publications :

BOOKS

1. Book published with title “ **CRM in Service Organizations-CRM at Infancy in INDIA**” LAP Lambert Academic Publishing GMBH Company- Heinrich SAARBRUEKEN Germany), ISBN NO 978-3-8484-0138-3, FEB 2012
2. Book published with title “**Business and Management: Contemporary Research Issues**”, Excel Books ISBN 978-93-5062-001-4. FEB 2012.

RESEARCH ARTICLES PUBLISHED

1. Sucheta Boora, Dalbir Singh & Sunita Rani (2025), **Overcoming alienation in assembly line work: the role of formalization, leadership and compensation**. Cogent Business & Management, Vol.-12, Issue-1, 2561901.
2. Purvashi Thakur and Dalbir Singh (2025), **Empowering Leadership as A Catalyst for Knowledge Sharing: Evidence from North India**. International Journal of Contemporary Research In Multidisciplinary, Vol.-4, Issue-3, 301-306.
3. Vinod Kumar and Dalbir Singh (2024), **Farmer Suicides in India: Trends and Policy Implicaations**. Library Progress International, Vol.-44, Issue-1, 621-623.
4. Purvashi Thakur and Dalbir Singh (2024), **The Silent Barrier: Exploring the Impact of Defensive Silence on Job Satisfaction and Affective Commitment**. Library Progress International, Vol.-44, Issue-1, 638-647.
5. Divya Jakhar and Dalbir Singh (2024), **Factors Affecting Recycling Intention: A Literature Review**. Library Progress International, Vol.-44, Issue-2, 1148-1153.
6. Purvashi Thakur, Dalbir Singh and Vinod Kumar (2024). **Unlocking Job Satisfaction: Unveiling the Power of Procedural Justice and the Mediating Influence of Employee Silence**. Manthan: Journal of Commerce and Management, Vol.- 11, Issue- 2, 46-61.
7. **Dalbir Singh** and Monika Nain (2024), **Challenges of Women Startups: A literature review**, in a book edited by Vinod Kumar Bishnoi et al, Title: Analect: Research Inputs in Sustainability, Technology, Entrepreneurship and Management, Arihant Books, ISBN: 978-81-19956-61-6, New Delhi, pp. 297-302.

8. Vinod Kumar and **Dalbir Singh** (2023), **Lessons from the Bhagavad Gita are all around us: Evidence from India's Largest Farmers' Protest**. Journal of Economics, Finance and Management Studies, ISSN: 2644-0490(Print), ISSN: 2644-0504 (Online), Vol. - 06, Issue – 08, August 2023, pp 4043-4047.
9. **Dalbir Singh**, Vinod Kumar and Purvashi (2023), **Consumers' spending self control: A comparison between rural and urban residents**, in a book edited by Karampal Narwal et al, Title- Florilegium- Management Theory, Research and Practices, Arihant Books Publishers, Distibutors & Library Suppliers, ISBN: 978-93-5609-225-9, New Delhi, pp 418-421
10. **Dalbir Singh**, Vinod Kumar and Purvashi (2022), **An Empirical Study on Students to use OTT Platforms**, in a book edited by Shabnam Saxena *et al*, Title – Quintessential Reflections, DBH Publishers & Distributors, ISBN: 978-93-84871-21-5, New Delhi, pp 365-372.
11. Purvashi and **Dalbir Singh** (2021), **Effects of Empowering Leadership on Employees' Work Behaviour – A Review**, in a book edited by Dr. Kinnary Thakkar, Title - “World Economy, Trade and Employment – Navigating the Future”, Gaurang Publishing Globalize Private Limited, ISBN: 978-81-953844-1-9, Mumbai, pp 56-64.
12. Vinod Kumar and **Dalbir Singh** (2021), **Agricultural Reforms 2020 and Farmers' Agitations: Facts and Conceptions**, in a book edited by Dr. Kinnary Thakkar, Title - “World Economy, Trade and Employment – Navigating the Future”, Gaurang Publishing Globalize Private Limited, ISBN: 978-81-953844-1-9, Mumbai, pp 256-262.
13. Vinod Kumar and **Dalbir Singh** (2021), **Is “Doubling of Farmers' Income by 2022-23” a viable target? – Insights from the literature**, in *Research and Reviews: Journal of Agriculture and Allied Sciences*, ISSN: 2319-9857(Print), ISSN: E2347-226X(Online), Vol - 10, Issue -2, July 2020, pp. 1-11 (**UGC-CARE list Journal**)
14. **Dalbir Singh** and Purvashi (2021), **A Meta Analytical Review of Employee Silence**, in a book edited by Shabnam Saxena *et al*, Title - Research in Business Management: Theoretical Framework and Empirical Evidence, DBH Publishers & Distributors, ISBN: 978-93-84871-20-8, New Delhi, pp 10-16.
15. **Dalbir Singh** and Vinod Kumar (2021), **Factors Affecting The Growth of Agriculture Sector in India- A Review**, in a book edited by Shabnam Saxena *et al*, Title - Research in Business Management: Theoretical Framework and Empirical Evidence, DBH Publishers & Distributors, ISBN: 978-93-84871-20-8, New Delhi, pp 355-360.
16. Sucheta Boora and **Dalbir Singh** (2020), **TRANSFOMATIONAL LEADERSHIP AND EMOTIONAL EXHAUSTION: MEDIATION BY WORK ALIENATION**, in *International Journal of Management (IJM)*, ISSN: 0976-6502(Print), ISSN: 0976-6510(Online), Vol - 11, Issue -7, July 2020, pp. 1117-1124,DOI:10.34218/IJM.11.7.2020.099 (**Scopus Indexed and UGC-CARE list group-II Journal**)
17. Ashish Kumar and **Dalbir Singh** (2020), **Customers Sensation about Environment in Relation to Green Products**, in Research Journal- *Journal of green Engineering*, Vol. –10, Issue-5 , May- 2020, ISSN 2245-4586, pp: 1958-1970. (**Scopus Indexed UGC-CARE list group-II Journal**)
18. Purvashi and **Dalbir Singh** (2020), **“Employee Silence:Antecedents and Consequences”-A Review**, in *Journal of TEST Engineering & Management* , ISSN: 0193-4120,Vol-83,May-June020, pp. 29240-29247, (**Scopus Indexed and UGC-CARE list group-II Journal**)

19. Ashish Kumar and **Dalbir Singh** (2020, **Awareness of Consumers towards Green Products: An Empirical Study** in book titled *Collectanea - A Glimpse of Contemporary Business and Management Research* edited by Karam Pal Narwal et al., EXCEL BOOKS (ISBN 978-93-87034-87-7), 2020. pp 407-414.
20. Aditya Vir Singh, V. K. Bishnoi and **Dalbir Singh** (2019),**Roll of Training and Placement Cell to Enhance the Competitive Skills Among Students in Finding Right Opportunity** in International Journal of Research in Engineering ,Science and Management, ISSN 2581-5792,Volume-2,Issue-10,October-2019,pp 139-142.
21. Aditya Vir Singh, V. K. Bishnoi and **Dalbir Singh** (2019),**Pre-Requisite of Trainings from Engineerings And Management Student's Perspective** in International Journal of Research in Engineering ,Science and Management, ISSN 2581-5792,Volume-2,Issue-10,October-2019,pp 149-152
22. Sucheta Boora and **Dalbir Singh** (2019), **Combating Stress through the Bhagavad Gita**, in *Research Journal of Humanities and Social sciences*, ISSN: 0975-6795(Print), Vol. - 10, No -2, April-June 2019, pp. 508-512. (**UGC Approved Id 41348**)
23. Ved Pal Sheera, **Dalbir Singh** and Inderpreet Kaur (2019), **Influence of Consumer Innovativeness and Personal Characteristics on consumer Adoption Behavior of Online Banking: an Empirical Analysis** , in *Journal of Management Research and Analysis* ISSN: 2394-2762(Print), Vol. - 6, No -1, January-March 2019, pp. 65-70.
24. **Dalbir Singh** and Sucheta Boora (2018), **Alienation at Work: a study of Teaching Professionals**, in *HSB Research Review*, ISSN: 0976-1179, Vol. - 13, No -2, July-December 2018, pp. 51-53.
25. Sucheta Boora and **Dalbir Singh** (2018), **Work or Family: Tottering on the brink of an inter-role conflict**, in *Asian Journal of Multidimensional Research*, ISSN: 2278-4853, Vol. - 7, Issue - 8, August 2018, pp. 300-305. (**UGC Approved Id 47638**)
26. Shivani Narwal and **Dalbir Singh** (2018), **Study of Customer Loyalty with reference to Public and Private Sector Banks** in a book edited by Usha Arora et al, Title – *Assemblage an Anthology of Business and Management Reserch*, Wisdom Publications, ISBN 978-93-85504-66-2, New Delhi, pp 392 -397.
27. Ashish Kumar and **Dalbir Singh** (2017), **Environment Friendly Management System Problems: Imperatives for an Eco-Friendly Management System**, in *Research Journal-Asian Journal of Research in Business Economics and Management*, Vol. -7, Issue-10 , October- 2017, ISSN 2249-7307, pp: 80-90.
28. Sucheta Boora and **Dalbir Singh** (2017) **The Determinants of Alienation at Work: A Review**, in *Trans Asian Journal of Marketing Management Research*, ISSN: 2279-0667, Vol. 6, Issue 8, August 2017, pp. 104-110. (UGC Approved Journal Id 45104).
29. Sucheta Boora and **Dalbir Singh** (2017) **Leadership Precepts From the Bhagavad Gita : A Panacea for Alienation** in *Academic Discourse-Reserch Journal* edited by Dr Suresh Dhanda, ISSN NO. 22783296, Vol.6, No. 1,pp. 53-59.
30. Ashish Kumar and **Dalbir Singh** (2017), **An Empirical Study on the Awareness towards Green Marketing among Consumers in Haryana**, in a book edited by Usha Arora et al, Title – *Management Insight A Glimpse of Contemporary Research*, DBH Publications, ISBN 978-93-84710-4-8, New Delhi, pp 405 -412.

31. Ashish Kumar and **Dalbir Singh** (2016), **Strategy For Implantation Of An Eco- Friendly Management System To Achieve Sustainable Development**, in Research Journal-*International Journal of Science Technology and Management*, Vol. – 5, Issue-9 , September-2016, ISSN 2394-1537, pp: 245-250.
32. Samta Chaudhary and **Dalbir Singh** (2016), **Workers participation in Management in MSMEs In Haryana** in a book edited by S.C. Kundu *et al*, Title – *Management Mosaic-Traversing Across Assorted Research Arena*, Wisdom Publications, ISBN 978-93-85504-14-3, New Delhi , pp 633 -638.
33. Shivani Narwal and **Dalbir Singh** (2016), **How CRM Affect Customer Retention: A Review** in *International Journal of Science, Technology and Management*, Vol. 5, Issue ,07,ISSN 2394-1537, pp 176-184.
34. Samta Chaudhary and **Dalbir Singh** (2015), **Recruitment And Selection Practices in MSMEs In Haryana** in *International Journal of Engineering Technology, Management and Applied Sciences* ,Vol. 3 Special Issue , ISSN 2349-4476, New Delhi , pp 51-55.
35. **Dalbir Singh** and MRP Singh (2015), **Customer Satisfaction In Terms Of Company Image,Consultancy & Customer Service: A Case Study Of Jindal Industries** in Voice of Research an *International Journal of Research for Change and Development* ,Ahmadabad, Vol 4 Issue 1, June 2015, ISSN No. 2277-7733, pp 61-64.
36. Ashish Kumar and **Dalbir Singh** (2015), **Green Marketing and its Impact on Consumer Behavior in India**, in Research Journal-*KAIM Journal of Management and Research*, Vol – 7,No-2 , November-April 2015, pp:48-52, Charkhi Dadri 127306, ISSN 0974-9462 , Haryana
37. Samta Chaudhary and **Dalbir Singh** (2015), **Exploring Selected HRM practices in Printing MSMEs in Haryana** in *proceedings of INTERNATIONAL Conference on 21st century Printing-ROMANCING PRINT 2015, organized by AIFMP & Department of Printing Technology, GJUS&T, Hisar Haryana*, ISBN No. 9788190714556, 10-11 Jan 2015, pp. 122-126.
38. Samta Chaudhary and **Dalbir Singh** (2015), **An Empirical Study of Training and Development Practices in SMEs** in *proceedings of INTERNATIONAL Conference on “India Calling” a world of opportunities (initiate, integrate and innovate) organized by DTSS College of Commerce, University of Mumbai, Mumbai*, ISBN No. 978-93-83072-70-5, 20 Feb 2015, pp. 452-456.
39. **Dalbir Singh**, Narendra Singh and Hawa Singh (2015), **Future Perspectives of CRM-A Case Study of IT Sector** in a book edited by S.C. Kundu *et al*, Title – *Emerging Horizons in Business Management*, Victorious Publications, ISBN 978-93-84224-22-6, New Delhi , pp 290 -294.
40. Samta Chaudhary and **Dalbir Singh** (2015), **Inter-Linkage Between Various HRM Practices Adopted In SMEs** in *proceedings of INTERNATIONAL Conference on MAKE IN INDIA, organized by NIESBUD, Noida*, ISBN No. 978-93-80082-84-4, 10-11 Jan 2015, pp. 171-181.
41. Mohit Aggarwal and **Dalbir Singh** (2014), **Peoples’ Behaviour towards Drinking and Driving-A Study of Teens** in *Journal of Global Research & Analysis*, Volume 3 (2), December 2014, ISSN No. 2278-6775, pp 66-71.
42. **Dalbir Singh** and MRP Singh (2014), **Customer Satisfaction Towards Order Processing, Quotation Processing And Supply In Jindal Industries** in *Voice of Research* published at Ahmedabad, Volume 3 Issue 2, September 2014, ISSN No. 2277-7733, pp 45-49.

43. Samta Chaudhary and **Dalbir Singh** (2014), **HRM in SMEs in India and across the World** in *Asian Journal of Research in Business Economics and Management*, ISSN No. 2249-7307, August 2014, Vol. 4 , No. 8 , pp. 194-199.
44. Samta Chaudhary and **Dalbir Singh** (2014), **Human Resource Management Practices and Organizational Competitive Advantage: A Survey of Earlier Researches** in *International Journal of Science and Research*, ISSN No. 2319-7064, June 2014, Vol. 3, No. 6, pp. 2654-2656
45. Samta Chaudhary and **Dalbir Singh** (2014), **Can We Relate Organizational Performance with HRM Formality in Organizations?** in *International Journal of Commerce, Business and Management*, ISSN No. 2319-2828, June 2014, Vol. 3, No. 3, pp. 514-518.
46. Samta Chaudhary and **Dalbir Singh** (2014), **Does Firm Size affect HRM Formality in Organizations?** in *The International Journal of Business and Management*, ISSN No. 2321-8916, June 2014, Vol. 2, No. 6, pp. 142-145.
47. **Dalbir Singh**, Hawa Singh and Narendra Singh (2014), **CRM Practices in Real Estate Sector: An Empirical Study** in a book edited by S.C. Kundu *et al*, Title – *Business Management Current Research Issues*, pp 623 to 631, Wisdom Publications, ISBN 978-93-81505-72-4, New Delhi
48. **Dalbir Singh** and MRP Singh (2013), **Knowledge Management for Sustainable Tourism Development** in *Asian Research Journal of Research in Business and Management* Published by Asian Research Consortium, Yamuna Nagar (Hry), vol iii Issue x, Oct 2013, ISSN No. 2250-1673, pp 01-03.
49. Tika Ram and **Dalbir Singh** (2013) **An Empirical Study of Social Marketing Programme on HIV/AIDS** in *Effulgence* (A-Bi-annual publication of RDIAS/ www.efulgence.radias.ac.in) *Research Journal*, ISSN No. 0972-8058, Jan- June 2013, Vol. 11, No. 1, pp. 1-9.
50. **Dalbir Singh** and Tika Ram (2013) **Application Of Knowledge Base CRM To Tourism Sector**, in book “*Researches in Business and Management- Academic and Professional Perspective*” edited by Kundu S.C et al. WISDOM Publications, (ISBN 978-93-81505-54-0), 2013. pp. 376-380.
51. **Dalbir Singh**, MRP Singh and Ajay Kumar (2012), **Organization’s Inclination Towards CRM Implementation And Its Impact: Empirical Evidences** in *Research Journal of Marketing Vistas* Published by Institute of Public Enterprise Hyderabad, Vol 1, No. 2, Jan. – June 2012, ISSN No. 2249-9067, pp 36-45.
52. Tika Ram and **Dalbir Singh** (2012) **Gender Differences In Sex Education -A Case Study Of Gurgoan** in *Online Journal South Asian Academic Research Journals*, ISSN No. 2249-877X, May 2011, Vol. 2, Issue 5, www.saarj.com, pp. 191-197.
53. Tika Ram and **Dalbir Singh** (2012) **A Study Of Students’ Attitude Towards Sex Education In Gurgoan**, in *Academic Discourse-Reserch Journal* eideted by Dr Suresh Dhanda, ISSN NO. 22783296,vol.1,No. 1,pp. 55-61
54. Tika Ram, **Dalbir Singh** and Tilak Sethi (2012) **Attitudinal Aspects of Social Marketing Programme on HIV/AIDS: A Pilot Study** in book titled *Business and Management: Key Research Issues* edited by Kundu S.C et al., EXCEL BOOKS (ISBN 978-93-5062-001-4), 2012. pp 675-683.

55. **Dalbir Singh**, Tika Ram and Tilak Sethi (2012) **CRM Implementation: Perceptual Analysis of Services Sector Managers**, in book “*Business and Management: Contemporary Research Issues*” edited by Kundu S.C et al. EXCEL BOOKS (ISBN 978-93-5062-001-4), 2012. pp. 575-580.
56. **Dalbir Singh** and MRP Singh (2012), **Rural Artisans in Select Districts of Rajasthan – A Case Study** in Book title- *Rural Management in Post-Reform Era*, edited by K. N. Rao et all, Published by BOOKWELL PUBLISHER, ISBN No. 978-93-80574-32-5,pp 51-62.
57. **Dalbir Singh** and Tika Ram (2011), **A Study of Business Organizations Perception Towards CRM with Special Reference of Future Perspective of Banking Sector Towards CRM**, in *Online Journal South Asian Academic Research Journals*, ISSN No. 2249-877X, October 2011, Vol. 1, Issue 1, www.saarj.com, pp. 19-24 .
58. **Dalbir Singh** and Tika Ram (2011), **CRM Practices at Organizational Level in Banking Sector-An Empirical Study**, In *Journal of Management: Pragyaan*, IMS Dehradun, Edited by Anand Swaroop Pandey, ISSN No. 0974-5505, June-2011, vol. 9 No. pp. 14-19.
59. **Dalbir Singh** and Tika Ram (2011), **Impact of Television Commercial on Children’s Attitude’s**, in *International Journal of Communication Study, Mass Communicator*, Edited by Amit Gupta, ISSN No. 0973-9688 , Jan- March 2011, Vol. 5 No. 1. pp 13-17.
60. **Dalbir Singh** and MRP Singh (2011), **Knowledge Management-Some application to public, Private and Research Sector** in *International Research Journal of Innovation-Creativity and Management* Published by Udai Institute of Management Studies, Jaipur (Raj), vol 1 Issue 1, Jan. –June 2011, ISSN No. 2231-5500, pp 49-54.
61. **Dalbir Singh** (2011), **Problems and Prospects in Retailing-Key Issues**, in *Proficient-An International Journal of Management*, ISSN 0975-475X, edited by Dr Anukriti Sharma,vol – III, Issu-II- February-2011, pp-48-55.
62. **Dalbir Singh** and Tika Ram (2011), **Environmental Perspectives in Usage of Plastic Bag A Green Marketing Approach**, in a Book title *Business and Management Contemporary Research Issues*, edited by S C Kundu et al, published by MACMILLAN, ISBN 0230-32185-4, pp 382-392.
63. Anil Kumar and **Dalbir Singh**, (2011), **Women Entrepreneurs in Small Businesses: A Study of Future Business Prospects** Edit by Deepti Kakar et al, Title – *entrepreneurship and Innovations –The New Age Mantra*, EXCEL INDIA Publisher, ISBN 978-93-80697-58-1, New Delhi, pp -11 to 17
64. **Dalbir Singh** and Dr MRP Singh (2010), **CRM Practices at Organizational level in the Communication Sector: An Empirical Study** in *Research Journal of Marketing Trends*, Published by Institute of Public Enterprise Hyderabad, Vol 2, Issue 1, Jan. –June 2010, ISSN No. 0976-0881, pp 21-30.
65. **Dalbir Singh** and Hawa Singh (2010) **CRM Practices at Organizational level in the Tourism Sector: An Empirical Study** in *Indian Journal of International Tourism and Hospitality Research*, Volume 4 No. 1 Dec. 2010, ISSN No. 0974-2913, pp 14 to 24.
66. MRP Singh and **Dalbir Singh** (2010), **CRM –An Innovative Approach To Face The Heat Of Competition** in *Research Journal- Growth- Journal of Management Training Institute*, SAIL, Ranchi, Vol 38, No. 3 pp 16-20.
67. **Dalbir Singh** (2010), **Indo-Pak Trade Relations: An Element of Peace**, in *Research Journal-Research Analysis and Evaluation*, ISSN 09753486 , edited by Dr Krishan Bir Singh.,Vol – 1,Issue – 13,Oct-2010, Jaipur 302021, Rajasthan pp:100-102.

68. **Dalbir Singh** and Dr MRP Singh (2010), **Enhancing Rural Development through INTERNET** in Research Journal- *GROWTH- Journal of Management Training Institute*, SAIL, Ranchi, Vol 38, No. 2 pp 50-54.
69. **Dalbir Singh** and Dr MRP Singh (2010), **India's Economic Interests in Post Cold war era- some issues** in International Research Journal-*International Journal of Development Studies*, ISSN 0975-5799 , edited by Proff A.A.Ansari & Dr R S Meena, Banaras Hindu University Varanasi.,Vol II,Issu -IV,July-December 2010, pp:38-42 ,Faculty of Commerce, BHU, Varanasi .
70. **Dalbir Singh** (2010), **CRM Practices in IT & Software Industries-an empirical study**, in Research E Journal- *International Research Journal Of Management and Marketing Research*, ISSN 2229-6883 , edited by Dr Iqbal Singh.,Vol – 1,Issu-1(2010)- 1May-October 2010, , www.skirec.com, Haryana, pp:16-26.
71. **Dalbir Singh** and Hawa Singh (2010), **Future Perspectives of CRM :A study of select Service Sector**, in Research Journal-*KAIM Journal of Management and Research*, edited by Proff L N Dahiya.,Vol – 3,No- 1May-October 2010, pp:102-106, Charkhi Dadri 127306, ISSN 0974-9462 , Haryana .
72. **Dalbir Singh**, Narendera Singh and Hawa Singh (2010), **CRM at Business level A case study of select service organization**, in a book Edit by S.C. Kundu *et al*, Title – *Exploration of Business and Management Issues*, pp -291 to 298, EXCEL Books Publication, ISBN 978-81-7446-839-0, New Delhi
73. **Dalbir Singh** and Hawa Singh (2009), **CRM at Organisational Level-A case study of select service organization**, in a book Edit by S.C. Kundu *et al*, Title – *Contemporary Research in Business Management*, pp -255 to 259, VAYU Publication, ISBN: 978-93-80097-14-5 New Delhi
74. Vikram Singh and **Dalbir Singh** (2007), **Issues in Web Based Tourism Marketing** in book *Tourism Development: Impact and Strategies*, edited by Manjula Chaudhary et.al. pp: 311-318, Anmol Publications, New Delhi ISBN NO. 978-81-261-3207-2.
75. Dalbir Singh (2007), **Ethical, Legal and Social Issues in Bioinformatics**, in Book *Bioinformatics Computing* edited by Vikram Singh *et al*, pp -190-193, Narosa Publishing House, New Delhi, ISBN No. , 978-81-7319-794-9.
76. Vikram Singh , **Dalbir Singh** and Ranbir Singh (2006), **Re-engineering Tourism Industry through Information Technology Initiatives** ,in book *Tourism Education- An Emerging Essentials*, edited by S.S. Boora et. al., Kaniska Publication , New Delhi, ISBN No. , 81-7391-832-5 , pp: 34-43.
77. **Dalbir Singh**, Narendra Singh and Hawa Singh (2005), **CRM- An additive tool for competitiveness** in book *Global Competitiveness and Productivity* edited by B.S. Bhatia and Balram Dogra, Deep and Deep Publications Pvt. Ltd., New Delhi, ISBN NO. 81-7629-623-6, pp: 375-383.
78. **Dalbir Singh**, Narendra Singh and Hawa Singh (2005), **Creating BI Through CRM and KM**, in proceeding of International Seminar on Challenges in Networking and Future of E-Commerce, APIT SD, India, pp 319-324.
79. **Dalbir Singh**, Dilbag Singh (2005), **Impact of Technology Initiatives on Productivity of Banks**, in proceeding of International Seminar on Challenges in Networking and Future of E- Commerce, APIT SD, India, pp: 369-372.

80. Vikram Singh and **Dalbir Singh** (2005), **E- Governance through Nai Disha Web Portal-The Haryana Way**, *Journal of Haryana Studies*, Kurukshetra University, Kurukshetra, Vol. XXXVII, pp: 43-50.
81. **Dalbir Singh**, Narendra Singh and Hawa Singh (2004), “**Enhancing Global Marketing Competitiveness Through CRM**”, in book titled *Emerging Trends in International Business and Financial Services*, edited by M.S.Turan and S.C.Kundu , EXCEL Books, New Delhi. ISBN NO. 81-7446-379-8, pp: 319-325.
82. **Dalbir Singh**, Narendra Singh and Hawa Singh (2003), **WTO Dispute Settlement Process and Emerging Trends**, in proceedings of National Seminar on WTO- the Road Ahead for India held at TIMT, Yamunanagar, Oct. 11, 2003.
83. **Dalbir Singh**, Narendra Singh and Hawa Singh (2003), **Organisational Effectiveness through CRM**, in proceedings of National Seminar on Organisational Effectiveness- Key to Success in Global Competitive Environment held at Amity Business School, Manesar, Gurgaon, April 06-07, 2003.

Paper Presented In International Conferences

1. International Conference on Sustainability, Technology, Entrepreneurship, Management (STEM-2024) organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology Hisar, Feb 29- Mar 01, 2024 presented a paper on **Factors Affecting Farmers’ Accessibility to the Benefits of Government Schemes**.
2. International Conference on Sustainability, Technology, Entrepreneurship, Management (STEM-2024) organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology Hisar, Feb 29- Mar 01, 2024 presented a paper on **Challenges of Women Start-ups: A Literature Review**.
3. International Conference on Sustainability, Technology, Entrepreneurship, Management (STEM-2024) organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology Hisar, Feb 29- Mar 01, 2024 presented a paper on **A Review on Consumer Ethical Issues in Digital Marketing**.
4. International Conference on Sustainability, Technology, Entrepreneurship, Management (STEM-2024) organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology Hisar, Feb 29- Mar 01, 2024 presented a paper on **Factors Affecting Recycling Intention: A Literature Review**.
5. International Conference on Sustainability, Technology, Entrepreneurship, Management (STEM-2024) organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology Hisar, Feb 29- Mar 01, 2024 presented a paper on **Effects of Employee Silence on Em,ployees’ Work Outcomes: A Review**.
6. International Seminar on **Exploring Self in Digital Age-The Perspective of Shrimadbhagavadgita philosophy**, organized by Kurukshetra University November 25-27, 2017, presented a paper **Combating Stress through the Bhagvad Gita**
7. International Seminar on **Bhagvad Gita: Holistic Life Management and World Harmony Tourism Motivation**, organized by Kurukshetra University December 6-9, 2016, presented a paper on **Leadership Precepts from the Bhagvad Gita: a Panacea for Alienation**.

8. International Conference on **Youth and well Being** organized by Guru Jambheshwar University of Science & Technology Hisar (Department Of Applied Psychology) November 11-12, 2016, presented a paper on **Work and Family: Teetering on the Edge of an Inter- Role Conflict.**
9. International Conference on **Youth and well Being** organized by Guru Jambheshwar University of Science & Technology Hisar (Department Of Applied Psychology) November 11-12, 2016, presented a paper on, **A Study of Psychological Factors in Relationship with Entrepreneurship and Skill Development.**
10. International Conference on **5th Annual International Commerce Conference 2016**, organized by University of Delhi (Department of Commerce), November 4-5, 2016, presented paper on **Environment Friendly Management System Problems: Imperatives for an Eco – Friendly Management System.**
11. International Conference on **India Calling- A world of Opportunities(Initiate, Integrate, Innovate)**, organized by University of Mumbai, February 20, 2015, presented paper on **An Empirical Study of Training and Development Practices in SMEs.**
12. International conference on **21st century Printing-ROMANCING PRINT 2015**, organized by AIFMP & Department of Printing Technology, GJUS&T, Hisar Haryana, presented paper on **Exploring Selected HRM practices in Printing MSMES in Haryana**
13. International Conference on **International Marketing Conference (MARCON2012)**, organized by Indian Institute of Management Calcutta, December 28-30, 2012, presented paper on **Awareness of Social Marketing Programme on HIV/AIDS in Haryana**
14. International Conference on **Strategic Marketing of Consumer and Technology Products (ICSMCTP-2010)**, organized by University Business School, Punjab University Regional Center, Ludhiana, Punjab, December 10-11, 2010, presented paper on **CRM Practices in Real Estate Sector – an Empirical Study.**
15. International Conference on **First International Marketing Conference (MARCON2010)**, organized by Indian Institute of Management Calcutta, December 27-29, 2010, presented paper on **CRM Practices at Organizational Leavel in Banking Sector – an Empirical Study**
16. International Conference on **challenges and opportunities in IT industry**, organized by Panjab College of Technical Education (PCTE) Nov 12, 2005, presented paper on **Issues in use of ICT for the development of Rural India.**
17. International Conference on **Challenges in networking and future of E-commerce**, organized by APIIT SD INDIA, Panipat on April 9th-10th , 2005, presented paper on **Impact of Technology Initiatives on the productivity of Banks.**
18. International Conference on **Challenges in networking and future of E-commerce**, organized by APIIT SD INDIA, Panipat on April 9th-10th , 2005, presented paper on **Creating BI Through CRM and KM.**
19. International seminar on **India Pakistan Relations Emerging Co-operation**, organized by Kurukshetra University Kurukshetra, on Dec 11th-13th, 2004, presented paper on **Indo-Pak Trade Relations: An Element of the peace.**

Paper presented in National Seminar

1. Presented paper entitled **“An empirical study on general wellbeing of individuals”** in 15th HSB Annual National Conference in Haryana School of Business, GJUS&T, Hisar, Feb 09-10, 2023
2. Presented paper entitled **“Self Help Groups and Economic Development”** in 15th HSB Annual National Conference in Haryana School of Business, GJUS&T, Hisar, Feb 09-10, 2023
3. Presented paper entitled **“An Empirical Study on Students to use OTT Platforms”** in 14th HSB Annual National Conference in Haryana School of Business, GJUS&T, Hisar, Feb 10-11, 2022
4. Presented paper entitled **“Doubling Farmer’s Income by 2022 : A Conceptual framework”** in 12th HSB Annual National Conference in Haryana School of Business, GJUS&T, Hisar, Feb 06-07, 2020
5. Presented paper entitled **“Self Development”** in 12th HSB Annual National Conference in Haryana School of Business, GJUS&T, Hisar, Feb 06-07, 2020
6. Presented paper entitled **“Comprehending Work Alienation: A Review”** in 12th HSB Annual National Conference in Haryana School of Business, GJUS&T, Hisar, Feb 06-07, 2020
7. Presented paper entitled **“Alienation at work and its causal factors: a review”** in 10th HSB Annual National Conference in Haryana School of Business, GJUS&T, Hisar, Feb 08-09, 2018.
8. Presented paper entitled **‘Problems and Prospects of Crop Insurance: A Review on Agriculture Risk in India’** at the National Seminar on DE-RISKING INDIAN AGRICULTURE: CROP INSURANCE WAY supported by NABARD, organized by the University School of Management, KUK on February 10, 2017.
9. Presented paper entitled **“An Empirical Study on the Awareness towards Green Marketing among Consumers in Haryana”** in 9th HSB Annual National Conference in Haryana School of Business, GJUS&T, Hisar, Feb 08-09, 2017.
10. Presented paper entitled **“Training Issues of Women Entrepreneurs: A Study of SMEs in Haryana”** in the International Conference on “Gender and Management: Issues and Challenges” jointly organized by Birla Institute of Management Technology (BIMTECH), Bhubaneswar and Institute of Public Enterprise (IPE) Hyderabad, on 5-6 January, 2017 in Collaboration with University of Ljubljana, Slovenia, Europe.
11. Presented paper entitled **“Impact of CRM’s variables on Customer retention: A Review”** in 8th HSB Annual National Conference in Haryana School of Business, GJUS&T, Hisar, Feb 10-11, 2016.
12. Presented paper entitled **“Workers participation in Management in MSMEs in Haryana”** in 8th HSB Annual National Conference in Haryana School of Business, GJUS&T, Hisar, Feb 10-11, 2016.

13. Presented paper entitled **“TRAINING AND Development Issues in SMEs- a Pilot study”** in 7th HSB Annual National Conference in Haryana School of Business, GJUS&T, Hisar, Feb 12-13, 2015.
14. Presented paper entitled **“Green marketing and its Impact on Consumer Behaviour in India”** in 7th HSB Annual National Conference in Haryana School of Business, GJUS&T, Hisar, Feb 12-13, 2015.
15. Presented paper entitled **“Employee Attrition and Retention Strategy: a study of Steel Manufacturing plant”** in 7th HSB Annual National Conference in Haryana School of Business, GJUS&T, Hisar, Feb 12-13, 2015.
16. Presented paper entitled **“Green Marketing Perspective in India: an Overview”** in DHE(Directorate of Higher Education) Haryana, National Seminar on Relevance of Inter- Disciplinary Approach in Higher Education, organized by Chaudhary Ranbir Singh University Jind, Haryana Nov12-13, 2014
17. Presented paper entitled **“Trends in Literacy Rate; Management and Commerce Education in Indian Changing Scenario”** in DHE(Directorate of Higher Education) Haryana, National Seminar on Relevance of Inter- Disciplinary Approach in Higher Education, organized by Chaudhary Ranbir Singh University Jind, Haryana Nov12-13, 2014
18. Presented paper entitled **“More Money for More Missions: An Essential Marketing for Artists”** in UGC sponsored National Seminar on The Evolution of Modern & Contemporary Indian Arts, organized by Department of Fine Arts, Kurukshetra University Kurukshetra, Haryana Feb 8-9, 2014
19. Presented paper entitled **“CRM Practices in Real Estate Sector: An Empirical Study”** in 6th HSB Annual National Conference in Haryana School of Business, GJUS&T, Hisar, Feb 6-7, 2014.
20. Presented paper entitled **“A review of HRM practices in SMEs: 1997-2013”** in 6th HSB Annual National Conference in Haryana School of Business, GJUS&T, Hisar, Feb 6-7, 2014.
21. Presented paper entitled **“Comparative study of Awareness Regarding Social Marketing Programme on HIV/AIDS”** in 5th HSB Annual National conference in Haryana School of Business, GJUS&T, Hisar, Feb 7-8, 2013.
22. Presented paper entitled **“Application of Knowledge base CRM to Tourism Sector”** in 5th HSB Annual National conference in Haryana School of Business, GJUS&T, Hisar on Feb 7-8, 2013.
23. Presented paper entitled **“CRM Implementation-Perceptual analysis of Service Sector Managers”** in 4th HSB Annual National conference in Haryana School of Business, GJUS&T, Hisar on Feb 9-10, 2012.
24. Presented paper entitled **“Attitudinal Aspects of Social Marketing Programme on HIV/ AIDS-a Pilot Study”** in 4th HSB Annual National conference in Haryana School of Business, GJUS&T, Hisar on Feb 9-10, 2012.

25. Presented paper entitled **“Awareness of Social Marketing Programme on HIV/AIDS in Haryana ”** in MARCON, 2nd International Marketing Conference organized by **IIM, Calcutta**, Dec 28-30, 2012
26. Presented paper entitled **“An Empirical Study of Social Marketing Programme on HIV/AIDS in Gurgoan”** in 4th conference on excellence in education and management organized by **IIM, Indore**, May10-13, 2012.
27. Presented paper entitled **“Training and Development Issues in Technical Institutions”** in National Seminar on Management of Higher Technical Education: Quality Challenges and Ethical Dilemmas Sponsored by ICSSR, North-Western Centre, Chandigarh organized by **Haryana School of Business GJUS&T Hisar**, March 22, 2011.
28. Presented paper entitled **“Green Marketing- an Enlighten Self-interest”** in National Conference on “EMERGING ISSUES IN GREEN MARKETING” (NCEIGN-2011) organized by **Department of Economics, Commerce and Management**, Aggarwal College Ballabgarh, Faridabad (Haryana), March 12-13, 2011.
29. Presented paper entitled **“Problem Formulation and Some Important Issues”** in National Seminar on “Emerging Trends in Educational Research: Status, Issues and Ethics” organized by **JCD (P.G) College of Education**, Sirsa (Haryana), March 22-23, 2010.
30. Presented paper entitled **“Environmental Degradation- Some Issues and Challenges in Road to Success”** in national conference on Environmental degradation: Effects, Challenges and Remedies (AICTE) organized by **JCDM College of Engineering, Sirsa** (Haryana), February 25-27, 2010.
31. Presented paper entitled **“Customer Relationship Management in Indian Organization-A study of Banking Industry”** in National Conference on HR, FINANCE AND MARKETING PERSPECTIVES by Haryana College of Engg. Kaithal (Haryana) on October 9, 2009.
32. Presented paper entitled **“CRM-An Innovative Approach to Face the Heat of Competition”** in HSB Ist Annual National Conference on Business and Management by Haryana school of business GJU S & T, Hisar (Haryana) , march 19-21, 2009.
33. Presented paper entitled **“Problem and Prospectus in Retail Sector- Key Issue”** in national Seminar on changing Dimensions in Indian Retail Sector Organized by **D.A.V College, Cheeka (Kaithal)**, February 21-22 2009.
34. Presented paper entitled **“CRM in Banks- Need of Hour”** in National seminar on *Indian Banking-Yesterday, Today and tomorrow*, organized by **Department of Business Administration Choudhary Devi Lal University Sirsa** Haryana March 08, 2008.
35. Presented paper entitled **“Growth of Indian Retail Sector Some Challenges and opportunities ahead”** in national conference on Managing growth of Indian Economy organized by **Jan Nayak Ch. Devi Lal Memorial College of Engineering Sirsa** (Haryana) , March 5,2008..
36. Presented paper entitled **“Knowledge management: An Evolution”** in the 7TH national conference on Innovation in management practices organized by **Faculty of management Studies (FMS) Gurukul Kangri University**, Haridwar , September 10-11,2007.

37. Presented paper entitled “**Value system of corporate in crisis**” in UGC sponsored Seminar on *Human Values for Excellence in Governance and Management* organized by **Department of Business Management**, G.J.U.S.& T. Hisar, March 30,2007.
38. Presented paper entitled “**Absenteeism in Indian organization- A conceptual Study**” in National Seminar on *The Changing Face of Banking Industry in India: Some Strategic Issues*, organized by **Department of Business Management, G.J.U.S.& T. Hisar**, March 20,2007.
39. Presented paper entitled “**Knowledge Management Some Application to Public Private and Research**” in national seminar on Indian economy-Emerging Challenges in Globalized regime organized by **D.A.V College, Pehowa** (Haryana), Nov 18-19 2006.
40. Presented paper entitled “**India’s Economic Interest in Post Cold War Era-Some Issues**” in UGC Sponsored National Seminar on India’s Foreign policy Post-Cold War Era organized by social science Forum **S.A Jain College, Ambala City**, Oct 30-31, 2006.
41. Presented paper entitled “**Information And Communication Technology For Rural Development-An Indian Perspective**” in national seminar on Efficacy of rural Institutional Finance in North-Western States of India Organized by GJU, Hisar (Haryana) , March 4, 2006.
42. Presented paper entitled “**Bio-informatics-some legal Social and Ethical Challenges**” in national conference on Bioinformatics computing organized by **CDL University (Haryana)** , Feb 19, 2006.
43. Presented paper entitled “**Implication Gandhi’s economic thoughts for peace in India**” in national seminar on Gandhian Ideas on Peace and Environment Relevance in the Era of Globalization organized by KUK University (Haryana), Jan 30-31 2006.
44. Presented paper entitled “**Drishtee: connecting India Village By Village**” in national seminar on Managing India Inc: Strategies for Growth and Sustainability organized by **Department of Commerce KUK** University (Haryana) on April 21 2005.
45. Presented paper entitled “**CRM-Innovative approach to face competition**” in national seminar on Managing India Inc: Strategies for Growth and Sustainability organized by **Department of Commerce KUK** University (Haryana) from April 21 2005.
46. Presented paper entitled “**NAI Disha-An E-governance Initiative**” in national seminar on Emerging Challenges in post Reforms Period organized by **Haryana Institutes of Rural Development, Nilokheri (Haryana)** from March 13, 2005.
47. Presented paper entitled “**Issues in Web based Tourism Marketing**” in national seminar on Performance of Tourism Industry in relation to Public Relations function organized by Post Graduate Department Of Mass Communication And Journalism, Doaba College, Jalandhar on march 5 2005.
48. Presented paper entitled “**Knowledge Management for Sustainable Tourism Management**” in national seminar on Performance of tourism Industry in relation to Public Relations function organized by Post Graduate Department Of Mass Communication And Journalism, Doaba College, Jalandhar, March 5 2005.

49. Presented paper entitled “**E-Learning: A SWOT Analysis**” in 8th Punjab Science Congress national seminar on organized by **department of Zoology**, Panjabi University, Patiala, Feb 7-9, 2005.
50. Presented paper entitled “**Business Intelligence through Knowledge Management and CRM**” in national seminar on issues and Challenges in contemporary management organized by **Department of Commerce KUK University** (Haryana) on April 29-30, 2004.
51. Presented paper entitled “**A New Approach to Software Project Risk Management**” in national seminar on issues and Challenges in contemporary management organized by **Department of Commerce KUK University** (Haryana), April 29-30, 2004.
52. Presented paper entitled “**Application of Knowledge Management to Public, Private and Research Sector**” in national conference on knowledge Management organized by P.G. Department Of Commerce And Business Administration Lyallpur Khalsa College, Jalaandhar (Punjab) , Dec 4-5 ,2004.
53. Presented paper entitled “**Higher Education in WTO Regime- Challenges and opportunities in Indian Perspective**” in national seminar on Changing Paradigm in Management for A Better Tomorrow organized by **AMITY Business School Manesar**, Gurgaon, March 6-7, 2005.

ATTENDED SEMINARS

1. HSB 2nd Annual National Conference on Business and Management organized by Haryana School of Business, GJUST, Hisar 26-27, March 2010.
2. UGC-ICCSR sponsored National workshop on Research Methods in Business Management organized by Haryana School of Business, Guru Jambheshwar University of Science and Techonology, Hisar, Mar. 26-27, 2008.
3. Public Awareness Programme on ATOM FOR PEACE by Indian Association For Radition Protection & Department of Environmental Science and Engineering, Guru Jambheshwar University of Science and Techonology, Hisar, April. 15-17, 2008.
4. UGC-ICCSR sponsored National Seminar on Human Rights: Contemporary Trends and Challenges organized by Department of Political Science, Kurukshetra University, Kurukshetra, Jan. 07-08, 2008.
5. National Workshop on Nuclear Energy and Environment organized by Dept. of Environmental Science & Engineering, GJUST, Hisar, Dec. 15, 2007.
6. UGC-SAP Seminar on Globalization and Management Education: Challenges and Opportunities organized by Department of Financial Studies, South Campus, University of Delhi, Feb. 10, 2007.
7. 89th Annual Conference of the Indian Economic Association organized by Department of Economics, Kurukshetra University, Kurukshetra, Dec. 27-29, 2006.
8. National Workshop on Consultancy Development: Some Strategic Issues, organized by Department of Business Management, G.J.U.S. & T. Hisar, March 17, 2006.

9. National Workshop on Intellectual Propriety Rights: Awareness, Legal and Contemporary Challenges in W.T.O. regime organized, by Department of Business Management, G.J.U.S. & T. Hisar, Nov.05-06, 2004.

Extension Lectures Delivered

- Delivered lecture on **Research Promotion via Social Network** on 24-07-2023 in One week multidisciplinary University level workshop on Qualitative and Quantitative Research Methods and Techniques organized by the University Research Cell, Bhagat Phool Singh Mahila Vishwavidyalaya, Khanpur Kalan, Sonapat, Haryana.
- Delivered lecture on **Promote Yourself and Your Institute via Social Media** on 03-02-2023 in UGC sponsored Two-Weeks Online Subject Refresher Course on “Business Studies (Commerce, Economics, Management & Tourism)” conducted by UGC-HRDC, Kurukshetra University, Kurukshetra from 30-01-2023 to 12-02-2023.
- Delivered lecture on **Role of Social Media on Women Empowement in Rural Areas** on 15-02-2022 organised by Government College for Girls, Palwal Kurukshetra.
- Delivered lecture in a webinar on **Role of Social Media in Image Building of Institutions** on 28-01-2021 organised by Mukand Lal National College, Yamunanagar.
- Delivered lecture on **Role of Social Media in Building Institutional Image** on 12-11-2020 in UGC sponsored Two-Weeks Online Subject Refresher Course on “Business Studies (Commerce, Economics, Management & Tourism)” conducted by UGC-HRDC, GJUS&T, Hisar from 30-11-2020 to 12-12-2020.
- Delivered lecture on **Use Of Social Sites in Research & Publicty** in UGC Sponsored Refresher Course in Information Technology (Interdisciplinary) dated 11.11.2019, (04.11.2019-16.11.19) organized by Department of Computer Science & Application in collaboration with UGC HRDC, Kurukshetra University, Kurukshetra.
- Delivered lecture on **LIVING WITH NATURE** in UGC Sponsored Refresher Course on Commerce, Economics & Management dated 30.11.2018, (26.11.2018-15.12.18) organized by HRDC, Guru Jambheshwar University of Science & Technology, Hisar
- Participated as **Penellist** in National Seminar on **De-Risking Indian Agriculture: Crop Insurance Way**, organized by the University School of Management, KUK (Funded by NABARD) on February 10, 2017.
- Delivered lecture as an **Expert** on **DECISION MAKING SKILLS** in workshop on Leadership and Advocacy organized by CRM Jatt Collage Hisar in collaboration with Rajive Gandhi National Institute of Youth Development (RGNIYED) regional center Chandigarh, 12-15 September 2016, 13.09.2016.
- Delivered lecture as an **Expert** on **ADVOCACY – NEED OF DAY** in workshop on Leadership and Advocacy organized by Training and Placement Cell in collaboration with Rajive Gandhi National Institute of Youth Development (RGNIYED) regional center Chandigarh, 6-9 september2016, 06.09.2016.

- Participated as an **Expert** in Working Group Meeting for Development of Instructional Material in area of **Retail Marketing Management**, organized by PSS Central Institute of Vocational Education (NCERT), Bhopal under Ministry of HRD in CIET, NCERT New Delhi , GOI, May 28-June 1, 2012.
- Participated as an **Expert** in Working Group Meeting for Development of Instructional Material in area of **Retail Marketing Management**, organized by PSS Central Institute of Vocational Education (NCERT), Bhopal under Ministry of HRD in SNDT Women's University Mumbai, GOI, July 09-13, 2012.
- Delivered lecture on Managing a successful career in workshop on **Personality and Skills for Tomorrow's Professionals'** organized by Dr. B.R.A. Govt. College, KATHAL, 15.3.2011

MAJOR RESEARCH PROJECT 2012-2013

- Completed Major Research Project by UGC titled **A Study of Social Marketing Programme on HIV/AIDS in Haryana** in February 2011(amount Rs. 6, 11,600)

MDP/Workshop/Training Programme

1. Participated in One day (07-02-2023) IP Awareness/training program under **National Intellectual Property Awareness Mission** organized by Intellectual Property Office, India.
2. Participated in One Week (01.02.2016-06.02, 2016) UGC sponsored workshop on **SOFT SKILLS AND CREATIVE WRITING (ALL LEVELS)** organized by UGC Human Resource Development Center, Guru Jambheshwar University of Science & Technology, Hisar.
3. Participated in One day National Workshop (18 March,2013) on **INTELLECTUAL PROPERTY RIGHTS AND TECHNOLOGY COMMERCIALIZATION**, Hisar, Haryana State Council for Science & Technology, TIFAC,DST, Government of India New Delhi held at Guru Jambheshwar University of Science & Technology, Hisar
4. Participated in One Week (March 01-06, 2013) in UGC sponsored **Training Programme on WRITING RESEARCH PROJECT PROPOSALS AND RESEARCH PAPERS (ALL LEAVEL)** organized by UGC Academic Staff College, Guru Jambheshwar University of Science & Technology, Hisar.
5. Participated in One Week (March 20-26, 2012) In House Workshop on **RESEARCH METHODS IN BUSINESS MANAGEMENT (UGC-SAP SPONSORED)** organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar.
6. Participated in One day National Workshop (August 9,2011) on **Patent Awareness Vis-à-vis Intellectual Property Rights sponsored by the Patent Information Centre**, Hisar, Haryana State Council for Science & Technology, TIFAC,DST, Government of India New Delhi held at Guru Jambheshwar University of Science & Technology, Hisar
7. Participated in One Week (March 3-8, 2010) Workshop on **Research Methods in Business Management (UGC-SAP sponsored)** organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar.

8. Participated in Management Development Programme on **Customer Relationship Management: Effective Solutions**, Organized by Apeejay School of Marketing, New Delhi, March 27, 2004.
9. Participated in Workshop on **New Commerce Course Curriculum**: Organized by Department of Commerce, Kurukshetra University, Kurukshetra, August 6-7, 2003.

Attended Orientation Course/Refresher Course :

1. UGC sponsored three week (03.12.2013 to 23.12.2013) **Refresher Course** in Business Studies organized by Academic Staff College, Guru Jambheshwar University of Science & Technology, Hisar
2. UGC sponsored three week (01.07.2011-21.07.2011) **Refresher Course** organized by Academic Staff College, Guru Jambheshwar University of Science & Technology, Hisar, Haryana.
3. UGC sponsored four week (30.06.2008-26.07.2008) **Orientation Course** organized by Kurukshetra University, Kurukshetra, Haryana.

Ph.D. Supervised/Guided

1. Adoption of HRM Practices in SMEs: A Study of SMEs in Haryana (2018) by Samta Chaudhary, Reg no 13109048
2. Awareness and Perception of Consumers towards Eco-Friendly Products: A Study of Haryana (2018) by Ashish Kumar, Reg no 14109009
3. Impact of Customer Relationship Management (CRM) on Customer Retention and Firm Performance in Service sector: A Study of North India (2020), by Shivani, Reg No. 15109003
4. Training and Placement of Engineering and Management Students in Haryana: Challenges and Avenues (2020) by Aditya Vir Singh, Reg No. 13109007
5. Alienation at Work: an Indian Study across Nature and Ownership of Organisations (2021), by Sucheta Boora, Reg No. 16109011

Ph.D. Evaluated

1. A Study of Human Resource Outsourcing in State Universities of Haryana (2024) by Anjali Yadav, Reg No. 20-BMU-6104 (Baba Mastnath University, Rohtak).
2. Behavioural Biases and Trading Activity: A Study of Indian Stock Market (2024) by Barkha, Reg No. 1518080018 (MDU, Rohtak)
3. Factors Facilitating Re-Entry of Women on Career Break in the National Capital Region of India (2024) by Sunaina Arora, Reg No. 19/Ph.D/076 (Manav Rachna International Institute of Research and Studies- Deemed to be University, Faridabad)
4. Governance Structure of Entrepreneurial Ecosystem (EE) and Digital Ecosystem (DE) for Grampreneurs in India (2024) by Komal Sehwat, Reg. No. 2018041100030467 (BPSMV, Khanpur Kalan, Sonipat)

5. Value Chain Analysis of Organic Food Sector in India (2023) by Varuni Sharma, reg No. 2017041100022931 (BPSMV, Khanpur Kalan, Sonipat).
6. Impact of Basel III Norms on Indian Public Sector Banks with Reference to Financial Performance, Capital Adequacy and Risk Perception (2024) by Savita Lathwal, Reg No. 2019041100040552 (BPSMV, Khanpur Kalan, Sonipat).
7. Social Media and Customers Behaviour: An Empirical Study of North-West States of India (2021) by Sumit Sangwan, Reg. No. 15DBU001. (Shri Mata Vaishno Devi University, Kakryal, Katra)
8. Perception of Farmers Regarding Role of Information & Communication Technologies (ICT) In Agriculture Sector: A Study of NCR (2023) by Pardeep Kumar, Reg. No. 1807658. (Starex University, Gurugram).
9. The Role of Women Participation in Economic Reforms of U.P. (With Special Reference to District Bareilly) (2022), by Sandhya Raj, Reg. No. 141793644 (MJP Rohilkhand University, Bareilly)
10. A Study On Electronic Waste Management In National Capital Region (NCR), (2023) by Rahul Sharma, Reg. No. 1807659. (Starex University, Gurugram).
11. Awareness of Consumer Rights-A Study of Business and Service Class in Jharkhand (2018) by Uttam Kumar Jha, Enrol. No. SSSMBA1440 (Sri Satya Sai University of Technology and Medical Sciences, Sehore).
12. An Analytical Study of Local Finance: Income and Expenditure of Municipal Council Delhi (2018) by Debashis Goswami, Enrol. No. SSSMGT1452 (Sri Satya Sai University of Technology and Medical Sciences, Sehore).
13. An Analytical Study On Non Performing Assets Management Strategies Between Public And Private Banks With Special Reference To Banks In Ghaziabad City (2022) by Anshu Chaudhary, Reg. No. 603519. (MJP Rohilkhand University, Bareilly)

Ph.D. Viva Conducted

1. Governance Structure of Entrepreneurial Ecosystem (EE) and Digital Ecosystem (DE) for Grampreneurs in India (2024) by Komal Sehwat, Reg. No. 2018041100030467 (BPSMV, Khanpur Kalan, Sonipat)
2. Value Chain Analysis of Organic Food Sector in India (2023) by Varuni Sharma, reg No. 2017041100022931 (BPSMV, Khanpur Kalan, Sonipat).
3. Impact of Basel III Norms on Indian Public Sector Banks with Reference to Financial Performance, Capital Adequacy and Risk Perception (2024) by Savita Lathwal, Reg No. 2019041100040552 (BPSMV, Khanpur Kalan, Sonipat).
4. A Study of Electronic Waste Management in National Capital Region (NCR)(2023). Reg No. 11807659 (Starex University, Gurugram)
5. Perception of Farmers Regarding Role of Information & Communication Technologies (ICT) In Agriculture Sector: A Study of NCR (2023) by Pardeep Kumar, Reg. No. 1807658. (Starex University, Gurugram)

Session Chaired in Conferences

1. Chaired Technical Session in the HSB 15TH Annual National Conference on Business and Management organized by Haryana School of Business, GJUS&T, Hisar held from 09-02-2023 to 10-02-2023.
2. Chaired Technical Session in the HSB 14TH Annual National Conference on Business and Management organized by Haryana School of Business, GJUS&T, Hisar held from 10-02-2022 to 11-02-2022.
3. Chaired Technical Session in the HSB 13TH Annual National Conference on Business and Management organized by Haryana School of Business, GJUS&T, Hisar held from 11-02-2021 to 12-02-2021.
4. Chaired Technical Session in the International Seminar on “Sustainable Existence & Shrimad Bhagwad Gita Philosophy” in Technical Session VI – Revisiting Bhagavadgita in Times of Covid-19: Lesson for Leadership, Business and Society as Session-Co-chair held from 21-23rd December, 2020 at Kurukshetra University, Kurukshetra.
5. Chaired Technical Session (February 07, 2020) in HSB 12th Annual National Conference on Business and Management, February 06-07, 2020 Guru Jambheshwar University of Science & Technology, Hisar
6. Chaired Technical Session (September 04 , 2019) in UGC sponsored (26.08.2019 to 07.09.2019) **Refresher Course** on Research Methodology organized by Human Resource Development Center, Guru Jambheshwar University of Science & Technology, Hisar
7. Chaired Technical Session (February 08, 2019) in HSB 11th Annual National Conference on Business and Management, February 07-08, 2019 Guru Jambheshwar University of Science & Technology, Hisar
8. Chairperson in National Seminar on A 360^o Exploration Of New Paradigms & Innovations in Research organized by JCD Memorial (PG) College, Sirsa, March 16, 2018 .
9. Chaired Technical Session-XII (Marketing Trends & Analysis) (February 08, 2018) in HSB 10th Annual National Conference on Business and Management, February 08-09, 2018 Guru Jambheshwar University of Science & Technology, Hisar
10. Chaired Technical Session-X (Marketing Trends & Analysis) (February 08, 2017) in HSB 9th Annual National Conference on Business and Management, February 08-09, 2017 Guru Jambheshwar University of Science & Technology, Hisar
11. Chaired Technical Session-XIV (General Management & Human Resource Management) (February 09, 2017) in HSB 9th Annual National Conference on Business and Management, February 08-09, 2017 Guru Jambheshwar University of Science & Technology, Hisar
12. Chaired Technical Session in National College of Education on New Frontiers and

- Emerging Issues of Research (April 06,2016),
13. Chaired Technical Session-X (Marketing Trends) (February 10, 2016) in HSB Eighth Annual National Conference on Business and Management, February 10-11, 2016 Guru Jambheshwar University of Science & Technology, Hisar
 14. Chaired Technical Session-VIII (Marketing) (February 12, 2015) in HSB Seventh Annual National Conference on Business and Management, February 12-13, 2015 Guru Jambheshwar University of Science & Technology, Hisar.
 15. Chaired Technical Session on ART & Marketing in UGC sponsored National Seminar on The Evolution of Modern & Contemporary Indian Art organized by Department of Fine Arts, Kurukshetra University Kurukshetra, Haryana (February 08-09, 2014)
 16. Chaired Technical Session-I (February 07, 2014): Marketing Management in HSB Sixth Annual National Conference on Business and Management, February 7-8, 2014 Guru Jambheshwar University of Science & Technology, Hisar.
 17. Chaired Technical Session-I (February 07, 2013): Marketing Management in HSB Fifth Annual National Conference on Business and Management, February 7-8, 2013 Guru Jambheshwar University of Science & Technology, Hisar.
 18. Chaired Technical Session-Track T (December 28, 2010): Relationship Marketing in MARCON 2010 First International Conference, December 27-29, 2010, Organized by Indian Institute of Management, Calcutta

Seminar/Workshop/Conference Organized

- **Course Coordinator** in UGC sponsored two-weeks Online Subject Refresher Course on Business Studies (Commerce, Economics, Management & Tourism) conducted by UGC-HRDC, GJUS&T, Hisar from 30-11-2020 to 12-12-2020.
- **Course Coordinator** in 3 weeks UGC sponsored **Refresher Course on Commerce, Economics & Management** held from 26.11.2018 to 15.12.2018 organized by Human Resource Development Center, Guru Jambheshwar University of Science & Technology, Hisar.
- **Organized HSB Fourth Annual National Conference on Business and Management**, February 9-10, 2012 organized by Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar.
- **Course Coordinator** in 3 weeks UGC sponsored Refresher Course in **Research Methodology for Social Sciences** held from 19.8.2013 to 07.9.2013 organized by Academic Staff College, Guru Jambheshwar University of Science & Technology, Hisar.

Administrative Assignments

- 1 Dean, Sports (Present)
- 2 Member, Under Graduate Board of Studies (UGBOS), CRSU, Jind (16.06.2023-Present)
- 3 Member of Departmental Student Grievance Redressal Committee, Dept of Computer Science & Engineering., GJUST, Hisar (09.06.2023- Present)
- 4 Member of Anti-Ragging Committee, GJUS&T, Hisar (2023-24, 2024-25)

- 5 Dean Alumni Relations (25.07.2022- 02.08.2023)

- 6 Director of Public Outreach (06-08-2019--)

- 7 Member of Space Allotment Committee (2022- Present)

- 8 Member Board of Studies& Research in Business Management (2022- Present)

- 9 Member of Institution's Innovation Council

- 10 Member of Post Graduate Board of Studies and Research (02-11-2022 to 01-11-2024)

- 11 Member Board of Studies& Research in Business Management 2018-2020

- 12 Member Organizing Committee of UGC Sponsored National Seminar National Seminar on The Evolution of Modern & Contemporary Indian Art organized by Department of Fine Arts, Kurukshetra University Kurukshetra, Haryana (February 08-09, 2014)

- 13 Member Board of Post-Graduate Studies and Research in Business Management (2011-13).

- 14 Member as an **Expert** in Working Group Meeting for Development of Instructional Material in area of Retail Marketing Management, organized by PSS Central Institute of Vocational Education (NCERT), Bhopal under Ministry of HRD, Govt. Of India.

- 15 Programme Chairperson MBA(evening) w.e.f. 08.7.2010 -12.08.2015
- 16 Programme Chairperson MBA(General) w.e.f. 2015 -2017

Professor Dalbir Singh

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