

Dr. Harpreet Singh



Mobile:91-9888807711

E-mail: harpreetsingh@pbi.ac.in

▪ **PROFESSIONAL QUALIFICATION:**

- **PhD in Agribusiness, Punjabi university, India**
- **Master in Business Administration (Marketing Management), Punjab Technical University, India.**

▪ **Work Experience-**

Total Experience of 12 years

PRESENT DESIGNATION-	Assistant Professor
AFFILIATION-	MBA Department (School of Management Studies), Punjabi University (STATE UNIVERSITY), Patiala, Punjab, India.
Research Areas	Guiding Doctoral Research Projects in the area of Agribusiness and Marketing Management.

RECENT PUBLICATIONS:

- A study on Contract Farming Trends in Punjab, International Journal in Applied Studies and Production Managemnt Vol 2,No1, Aug-Nov 2016.
- An Empirical Study on Factors Demotivating Farmers Towards Contract Farming In Indian Punjab Contemporary Issues in Global Research Across Emerging Countries, Academy for Global Business Advancement ,Monograph book by McGraw Hill.2017.
- “Role of Commercial Banks in Financing of Self Help Groups in India”JETIR, Vol5, No 7, July2018.
- “Co-Integration Among Stock Prices and Macroeconomic Variables in India-A Banking Sector Perspective”-Journal of Commerce & Accounting Research, Vol8, Issue2, April 2019
- Impact of Contract Farming on the Income of Farmers: An Empirical Study of India Punjab. ENVISION-International Journal of Commerce and Management, ISSN:0973-5976, Vol-13,2019.
- Determinants of Key Facets of Job Satisfaction in the Banking Sector:Applying SMART PLS and Artificial Neural Networks, Journal for Global Business Advancement, Vol 12, No 2, 2019
- Determinants Allied to Information Channel Selection: A Review, International Journal of Advanced Science and Technology Vol 29,No 11s (2020),pp 957-974 Abstracted/Indexed In Scopus EBSCO Scopus Pro Quest ULRICH J-Gate OAJI
- Causality among Banking Stock Prices and Macro-economic variables in India: A Post 2008 Sub-prime Lending Crisis Scenario, PIMT Journal of Research, Vol-13, No-3(A) April –June 2021, pp 127-131.

- “Product Life Cycle”, published by Wiley International in *Factories of the Future: Technological Advancement in the Manufacturing Industry* (2023)
- Dark side of skin-lightening products: Social responsibility of advertisers
<https://wileyonlinelibrary.com/journal/issj>, *Int Soc Sci.* 2022;1–17.
- Identification and prioritization of the factors influencing blockchain adoption in the banking sector: integrating fuzzy AHP with TOE framework. *International Journal of Quality & Reliability Management*. Emerald Publishing Limited. (2023)

PhD Degree Awarded: One candidate completed his PhD under my supervision on the title: Cointegration and Causality among Macroeconomic Variables and Stock Prices: Evidence from India

Project Completed:

- Project Completed on “Building Employability Skills by Analysing Destination Image of Punjab”, assigned by Indian Council of Social Science Research (ICSSR) under Impactful Policy Research in Social Science (IMPRESS).

Paper Presentations:

- *Empirical Study on Consumer’s Perception towards E- Marketing: A Scale Development Study*”Conference on Brand Management (CBM2016) 16-17 April,2016 Indian Institute of Technology Delhi (IIT Delhi)
- *Problems and Prospects of Small Scale Agro Based Industry: An Analysis of Rice Mills of Fatehgarh Sahib District.* UGC Sponsored National Seminar on Entrepreneurship: The Road Ahead, 8th-9th March,2016, School of Management Studies, Punjabi University, Patiala
- *Modern Technological Environment in Business*,National Seminar on “Innovations in Management”, 30th January,2016,PCMA- DashmeshKhalsa College, Zirakpur(Mohali)
- *Need of Skill Development in India*, National Conference on “Skill Development in Higher Education”22nd August, 2015,A.S College Khanna (affiliated with Panjab University Chandigarh) and PCMA.
- *Contract Farming: A Boon or Bane for Farmers*,National conference on “Contemporary Issues in Commerce and Management” April 25th ,2015,Guru Kashi University, Talwandi Sabo, Bathinda and PCMA.
- *Spiritual and Leadership in Modern Organizations*,International Conference on “Spirituality and Management”, 27-28th November,2015, PCMA-Sri Guru TegBahadurKhalsa College Sri Anandpur Sahib, Punjab
- “Causality Among Banking Stock Prices and Macroeconomic Variables in India”, International Conference on Banking and Finance, on April,2019 at Chitkara Business School(Chitkara University) Punjab.
- “A Study on Balance of Payments of Indian Economy: An Analysis”, International Conference on Ethics and Management in Trade, Health Care and Politics” organized by School of Management Studies, Punjabi University Patiala(Punjab) on December,2019.
- Determinants allied to information channel selection: A review study, Online International Conference on Marketing 5.0: Relationship, Personalization and Data Herald, June6-7,2020, Chitkara Business School Chitkara University
- Agri Growers Multi-source usage Behavior: An Examination of Internet and Physical Sources, 23-25th May 2023, AGBA International Conference Dubai.