

RESUME

GENERAL INFORMATION			
Name	:	VIKAS SINGLA	
Gender	:	MALE	
Email / Mobile	:	vikassingla@pbi.ac.in / 9915975793	
Presently employed at	:	School Of Management Studies, Punjabi University, Patiala	
Current Designation	:	Assistant Professor	
Teaching Experience	:	PG classes (in years): 12 years	
ACADEMIC QUALIFICATIONS (MATRIC TILL POST-GRADUATION)			
Examination	Name of the Board/University	Year of Passing	Subject
Bachelor of Engineering (B.E.)	Thapar Institute of Engineering & Technology, Patiala	2000	Industrial Engineering
Master of Business Administration (MBA)	Punjabi University, Patiala	2002	Marketing / IT
Ph.D	Punjabi University, Patiala	2010	Marketing Science
SUBJECT/DISCIPLINE SPECIALIZATION			
Operations Management	<ul style="list-style-type: none"> • Quantitative Techniques and Operations Research • Supply Chain Analytics 		
General Management:	<ul style="list-style-type: none"> • Research Methodology and Business Statistics • Branding: Logo elements 		
ACADEMIC CONTRIBUTION			
<ul style="list-style-type: none"> • Book on <i>“Operations Research Using Excel: A Case Study Approach”</i> published by CRC Press, Taylor and Francis Group, 2021. • Some publications: <ul style="list-style-type: none"> ➤ Singla, V., Ongsakul, V., Raj, S., & Khoa, T. T. (2021). Investigating the relationship of semiotics associated with colour and font of Google logo with brand perception. <i>Journal for Global Business Advancement</i>, 14(3), 312-334 ➤ Singla, V., & Sharma, N. (2021). Understanding role of fonts in linking brand identity to brand perception. <i>Corporate Reputation Review</i>, 1-15. ➤ Singla, V., & Rai, H. (2020). Application of analytical hierarchy process in examining retail location alternatives. <i>International Journal of Business and Data Analytics</i>, 1(3), 242-256. ➤ Singla, V., & Rai, H. (2018). Examining the Effectiveness of Huff Model in Store Performance Assessment. <i>Jindal Journal of Business Research</i>, 7(2), 122-134 ➤ Singla, V., & Aggarwal, N. (2016). Examining the Effect of Emotions Associated with Colour of Logo on Brand Perceptions. <i>Amity Journal of Marketing</i>, 1(1), 20-31. ➤ Singla, V., & Rai, H. (2016). Investigating the effects of retail agglomeration choice behavior on store attractiveness. <i>Journal of Marketing Analytics</i>, 4(2), 108-124. • Coordinated and developed <i>content for Operations Management</i> under National Mission on Education through ICT (NME-ICT), Ministry of Human Resource Development (MHRD). • Partnered with industries like Polyplast India Ltd. and Federal Mogul, Bahadurgarh for problem solving related with operations by extensive application of Quantitative Techniques. • Patents: <ul style="list-style-type: none"> ➤ Title of invention: Model and method of emotional branding scale in creating brand trust Publication date: 20-03-2020; Application No: 202011011004A ➤ Title of invention: Model between Mind Share Branding Factors and Trustworthiness Publication date: 17-12-2021; Application No: 202111055024A 			