



## **Dr. Harpreet Singh**

# 11, 8 Storey Teaching Flats, Punjabi University Campus,

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### **EDUCATIONAL QUALIFICATIONS:**

Awarded **Ph.D** degree in 2012 from University School of Management, Kurukshetra University, Kurukshetra under the topic, “A Comparative Study Of Marketing Practices of Haryana Tourism Corporation, Punjab Tourism Development Corporation and Himachal Pradesh Tourism Development Corporation”.

1. **UGC-NET** in Management in year 2005
  2. **MBA** in 2002 from GNDU, Amritsar, securing 65% marks
  3. **B.Sc** in 1997 from GNDU, Amritsar , securing 68% marks.
  4. **Senior Secondary** in 1994 from CBSE, securing 77% marks.
  5. **Matriculation** in 1992 from CBSE, securing 66% marks.
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### **TEACHING/RESEARCH EXPERIENCE:**

1. Assistant Professor, Punjabi University, Guru Kashi Campus, Talwandi Sabo (Bathinda), from Sept 28, 2011 till date.
2. Assistant Professor, Punjabi University Neighborhood Campus, Jhunir, from Feb 11, 2009 to Sept 27<sup>th</sup>, 2011
3. Lecturer, Punjabi University, Guru Kashi Campus, Talwandi Sabo (Bathinda) from 25<sup>th</sup> April, 2007 to 10<sup>th</sup> Feb, 2009.

4. Lecturer, Punjab Institute of Management & Technology, Mandi Gobindgarh (Affiliated to Punjab Technical University, Jalandhar) from 16<sup>th</sup> August, 2005 to 24<sup>th</sup> April, 2007
  5. Lecturer, Rai University, Pathankot Campus from August, 2004 to July, 2005
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### **COURSES ATTENDED**

1. Orientation course from Academic Staff College, Punjabi University Patiala from 14.01.2010 to 10.02.2010.
  2. Refresher course (ID) from Academic Staff College, Punjabi University Patiala from 14.05.2012 to 04.06.2012
  3. Refresher course (Business Studies) from HRDC, Panjab University Chandigarh from 07.12.2017 to 27.12.2017.
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### **PUBLICATIONS/RESEARCH PAPERS:**

1. *Retailing In India: Recent Trends And Challenges*, Indian Journal Of Marketing, April 2008, 38(4), 49-54
2. *Ethics In Advertisements And Its Impact On Consumer Psychology- A Study Of Patiala Region*, PRABANDHAN: Indian Journal Of Management, Dec 2008, 1(2), 18-22
3. *Probing Service Quality In State Owned Tourist Complexes-A Comparative Study Of PTDC And HTC*, Management VISTAS, Jan 2011, 4(1), 26-33
4. *An Empirical Investigation Of Impact Of Service Recovery On Customer Satisfaction By State Tourism Corporations*, Asian Journal Of Research In Social Sciences & Humanities, Jan 2012, 2(1), 55-60
5. *An empirical study of effectiveness of marketing practices of state tourism corporations*, PCMA Journal of Business, 4(1&2), Dec 2011 and June 2012, 163-174
6. *Analyzing Financial Performance Of State Tourism Corporations- A Comparative Study Of HTC, PTDC & HPTDC*, PCTE Journal Of Computer Sciences, Jan-June 2013 10(1),10-17

7. *Impact Of Surrogate Advertising In Brand Building Process: A Customers Perspective*, Global Journal Of Marketing Management And Research, Jan-June 2014, 4(1), 7-14
8. *Celebrity Branding In India: A Double Edged Weapon*, Journal Of Management In Manufacturing & Services, Nov 2014, 1(14), 48-59
9. *Probing Service Quality In Health Care Sector- A Comparative Study Of Public & Private Hospitals*, ARS-Journal Of Applied Research And Social Sciences, July 2017, 4(14), 10-23
10. *Dimensions of emotional intelligence in healthcare sector-A comparative study of public and private doctors*, Scholars World-IRMJCR, Oct 2017, 5(4)
11. *An analysis of Public healthcare sector of Punjab*, International Journal of Enhanced Research in Management and Computer Applications, Nov 2017, 6(11), 159-163
12. *Analysing financial performance of state tourism corporation-A case study of Himachal Pradesh Tourism Development Corporation*, EPRA International Journal of Economic and Business Review, Dec 2017, 5(12)

#### **PAPERS PRESENTED IN SEMINARS:**

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1. *“BPO-KPO-Boon For The Service Sector”*, Paper presented at 2<sup>nd</sup> PCMA International Conference On “Services Sector-The Next Wave” Organised By DAV College, Jalandhar On Feb 25-27, 2006
2. *“Emergence Of Tourism Sector In India- A Study Of Selected North Indian States”*, Paper presented at international conference on India In The Emerging Order- A Potential Market For World Organised By DAV Collge, Malout On Feb 25-26, 2011
3. *“Impact of Surrogate Advertising In Brand Building Process- A Consumers Perspective”*, Paper presented in international conference on Issues And

- Perspectives In Brand Management Organised By Baba Farid College Of Management & Technology, Bathinda On Feb 20-22, 2014
4. *“Probing The Impact Of Celebrity Endorsement On Customer Perception”*, Paper presented in international conference on Managing Global Business In Turbulent Times Organised By PCMA And CHANDIGARH University On Feb 8-9, 2014
  5. *“Probing Service Quality In Restaurants: A Perceptual View Of Customers”*, Paper presented in international conference on Multidisciplinary Research For The Achievement Of Excellence In Higher Education & Industry Organised By South Asia Management Association & Jabalpur Management Association On Oct 26-28, 2015 At Goa
  6. *“Bottlenecks In Consumer Redressal System”*, Paper presented in national conference on Consumer Protection Through Mass Awareness-Challenges & Opportunities In The Global Era Organised By Dept. Of Economics, DAV College Malout, Nov 26-27, 2005
  7. *“Outsourcing: Latest Mantra Of Success”*, Paper presented in national conference on Emerging Trends In ICT Enabled Services Organized By PIMT, Mandi Gobindgarh On 26<sup>th</sup> Oct, 2006
  8. *“Internet Banking: Challenges & Oppurtunitie”*s, Paper presented in state level conference on Banking In The New Millennium-Issues, Challenges And Strategies Organised By Dept. Of Economics, DAV College Malout On March 11<sup>th</sup>, 2006
  9. *“E-Marketing: Strategies And Challenges”*, Paper presented in national conference on Business Transformation Through Technological Integration Organised By PIMT, Mandi Gobindgarh On 30 March,2007
  10. *“WTO And Challenges In Agriculture Sector”*, Paper presented in national conference on Impact Of WTO On Different Sectors Of The Indian Economy-An Agenda For The New Millennium Organised By P.G. Dept. Of Economics, S.A.Jain College, Ambala City On Mar 10,2007
  11. *“Role Of FDI- Emerging Perception And Challenges”*, Paper presented in national conference on Indian Banking In The Global Era-Emerging Issues, Challenges And Oppurtunities Organised By DAV College, Malout On Feb 23-24, 2007

12. *“Organised Retailing-Boon For The Rural Sector”*, Paper presented in national conference on Emerging Issues In Corporate Sector In India: Its Relevance To Rural Sector Organised By USBS, Talwandi Sabo On Mar 23-24, 2007
13. *“Probing Service Quality In Retailing- A Comparative Study Of State Owned Tourist Complexes Of PTDC & HTC”*, Paper presented in national conference on Changing Landscape Of Indian Retail Sector: Present And The Future Vision Organised By School Of Management Studies, Punjabi University, Patiala On Nov 12-13, 2010
14. *“Competitiveness Of State Tourism Corporation: A Comparative Study Of Haryana Tourism Corporation And Himachal Pradesh Tourism Development Corporation”*, Paper presented in national conference on Global Competitiveness Of Indian Business Organised By University School Of Management, Kurukshetra University, Kurukshetra On 13<sup>th</sup> Feb, 2011
15. *“Marketing Of Banking Services-Recent Trends And Challenges”*, Paper presented in national conference on Emerging Paradigms In Indian Financial Sector Organised By School Of Applied Management, Punjabi University, Patiala On 28<sup>th</sup> Feb, 2012
16. *“Probing Effectiveness Of Use Of Celebrities In Brand Positioning”*, Paper presented in national conference on Trends And Issues In Product And Brand Management Organised By Baba Farid College Of Management & Technology, Bathinda On Mar 20-21, 2013
17. *“Marketing Of Banking Services In Rural Areas-Recent Trends And Challenges”*, Paper presented in national conference on Innovations In Banking & Financial Markets: Issues And Challenges Organised By University School Of Applied Management, Punjabi University, Patiala On 8<sup>th</sup> Dec, 2014
18. *“Marketing Orientation Of State Tourism Corporations- A Managers Perspective”*, Paper presented at 67<sup>th</sup> All India Commerce Conference Organised By KIIT University In Association With Department Of Commerce, Utkal University, Bhubaneshwar On Dec 27-29, 2014
19. *“Service Quality, Customer Satisfaction And Customer Loyalty In Health Care Services; A Conceptual Study From Indian Health Care Sector”*, Paper presented

- in national conference on Contemporary Issues In Management For Sustainable Development Organised By USBS, Talwandi Sabo On Feb 18, 2015
20. “*Marketing Of Financial Services In Rural Punjab: Opportunities And Challenges*”, Paper presented in national conference on Agrarian Crisis In India Organised By Mata Sundry University Girls College, Mansa On Mar 3, 2016
  21. Attended a national conference on Promotion And Popularization Of Science Organised By YCOE, Talwandi Sabo On Sept 18, 2014

#### **WORKSHOPS ATTENDED:**

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1. Attended 4<sup>th</sup> 7 days national workshop on research methodology for management and statistical analysis using IBM SPSS at *ITM University, Gwalior* from Dec 9-15, 2013
2. Attended 5<sup>th</sup> 7 Days National Workshop On Research Methodology For Management And Statistical Analysis Using IBM SPSS At *ITM University, Gwalior* From May 26- June 1, 2014
3. Attended a 3 Days Workshop On Innovations In Science Organised By *YCOE, Talwandi Sabo* From Nov 12-14, 2014
4. Attended a 2 Days Workshop On Innovations In Science At *YCOE, Talwandi Sabo* From Sept 15-16, 2016

#### **SESSIONS CHAIRED AND ORGANISED:**

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1. Acted as Coordinator for Plenary Session at national seminar on Contemporary issues in management for sustainable development at USBS, Punjabi University, Talwandi Sabo on 18<sup>th</sup> February, 2015.
2. Acted as Coordinator for Inaugural Session at national seminar on Make in India: Issues and Challenges at USBS, Punjabi University, Talwandi Sabo on 25<sup>th</sup> February, 2016.
3. Chaired a Technical Session at national conference on Indian Banking In The Global Era-Emerging Issues, Challenges And Opportunities Organized By DAV College, Malout On Feb 23-24, 2007

4. Chaired Technical Session IV at national conference on Issues And Innovations In Service Sector: Implications Of Management & Engineering Sciences Organised By Baba Farid College Of Management & Technology, Bathinda On Sept 24-25, 2015
5. Acted as Resource person at national conference on Global Changes: Mapping Policies For Better India Organised By DAV College, Malout On Feb 3-4, 2012
6. Acted as Resource person at national conference on Indian Banking: Emerging Challenges And Potential Strategies Organised By DAV College, Malout On Mar 1-2, 2013

Dated:

(Dr. Harpreet Singh)