Faculty Profile on University Website

www.mjpru.ac.in

Title	Prof.	First Name	Pushpendra Bahadur	Last Name	Singh	Photograph
Designation		Vice Chancellor SS University Shahjahanpur(Currently)				
Department		(On Deputation-May 2026) Business Administration Faculty of Management				
Address (Campus)		MJP Rohilkhand University Pilibhit Bye Pass Road, BAREILLY				
(Residence)		Bareilly				
Phone No (Campus)		0581-2520033				
(Residence)						
Mobile						
Fax						
Email		pbsingh1967@gmail.com				
Web-Page						

Educational Qualifications (Graduation Onwards)

Course/Degree	Institution	Year	Details/Thesis Topic/Subjects
BSc	Bareilly College, Bareilly	1986	PCM
MSc	Bareilly College, Bareilly	1988	Physics
MBA	MJP Rohilkhand University, Bareilly	1990	Marketing & HR
PhD	MJP Rohilkhand University, Bareilly	2000	Consumer Behaviour

Career Profile

Organization / Institution	Designation	Duration	Role
Caravan India Ltd, New Delhi	Marketing Executive	Aug 1990 – Nov 1990	Promotion of Schemes
Bareilly College, Bareilly	Lecturer	Nov 1990 – Apr 1993	Teaching
Department of Business Administration, MJP Rohilkhand University, Bareilly	Lecturer Sr. Lecturer	Apr 1993 – Nov 1999	Teaching
Department of Business Administration, MJP Rohilkhand University, Bareilly	Reader/ Associate Professor	Nov 1999 – Nov 2007	Teaching
Department of Business Administration, MJP Rohilkhand University, Bareilly	Professor	Nov 2007 – Till date	Teaching
Faculty of Business & Economics Jimma University, Jimma, ETHIOPIA	Professor (on EOL)	Dec 2007 – Dec 2009	Teaching
Department of Business Administration, MJP Rohilkhand University, Bareilly	Head	July 2017 – July 2020	Teaching and Administration
Department of Business Administration, Faculty of Management MJP Rohilkhand University, Bareilly	Dean	Oct 2017 – Oct 2020	Teaching and Administration

Research Interests / Specialization

Marketing and HRM

Teaching Experience (Subjects/Courses Taught)

1. **Management Concepts & Skill Dev.**
2. **Organizational Behavior**
3. **Marketing Management**
4. **Consumer Behavior**
5. **Sales and Distribution Management**
6. **Retailing**
7. **Business Policy and Strategy**
8. **Human Resource Management**

Honors & Awards

1. Received **BEST PAPER** award in an International Conference held at MUSCAT Sultanate of OMAN in the year 2006.
2. Received **BEST PAPER** award in an International Conference held at BANGKOK, THAILAND in the year 2011.
3. Received **BEST PAPER** award in a National Seminar held in Gautam Buddha University, Greater Noida in the year 2019.
4. Received **GLOBAL HOSPITALITY AWARD** in the year 2019
5. Received **EDUCATION ACHIEVER AWARD** for Excellence in Academics given by Novel Academy, Nepal in the year 2024

Publications /Academic Activities (Numbers Only)

Books & Monographs (Single Author)	**02**	**Research Papers Published in International Journals**	**11**	**Papers Presented in Seminars/ Conferences**	**33**	**Seminars/ Conferences Organized**	**08**	**Research Projects (Completed)**	**03**
Books (Co-authored)		**Research Papers Published in Other Journals**	**34**	**Seminar/ Conferences Attended**	**64**	**Workshops Organized**	**05**	**Research Projects (Ongoing)**	
Books (Edited)	**02**			**Sessions Chaired in Seminars/ Conferences**	**32**	**Membership of Academic/ Professional Bodies**	**06**	**Foreign Countries Visited for Academic Assignments**	**08**
Chapters in Edited Books	**18**			**Resource Lectures Delivered**	**20+**				

Details of Publications /Academic Activities (2010 Onwards) - Optional

(a) Books / Monographs

1. Strategies for Survival & Success of Organizations in Pandemic Period, Sohem Publications, Hyderabad,ISBN: 971-81-949722-2-8, Year 2022
2. Research and Innovations during COVID-19: An Integrated Approach, Bharti Publications, New Delhi.ISBN: 978-93-89657-37-1, Year 2020
3. International Marketing (SLM for UPRTOU, Allahabad) ,ISBN: 978-93-83328-70-3
4. Marketing Management (SLM for UPRTOU, Allahabad),ISBN: 978-93-83328-52-9

PAPERS PUBLISHED IN BOOKS/MISC

5. "Tourism Perspectives in South – Asian Region" published as a chapter in a **BOOK** entitled- **Tourism For Development- A Managerial Approach,** edited by Prof. S.P.Bansal, Prof Sandeep Kulshreshtha & Dr Prashant Gautam (Kanishka Publishers, Distributors, New Delhi), India, ed. 2011

6. "Archeological Tourism Education: An Approach to build Recreational Learning Environment", published as a chapter in a **BOOK** entitled- **Tourism For Development- A Strategic Approach,** edited by Prof Sandeep Kulshreshtha, Prof. S.P.Bansal & Dr Prashant Gautam (Bharti Publishers, Distributors, New Delhi), India, ed. 2012

7. "MICE Tourism Perspectives in India: Strategic Considerations", published as a chapter in a **BOOK** entitled- **Tourism For Development- A Strategic Approach,** edited by Prof Sandeep Kulshreshtha, Prof. S.P.Bansal & Dr Prashant Gautam (Bharti Publishers, Distributors, New Delhi), India, ed. 2012

8. "Developing Smart Entrepreneur in the facet of Skill India- An approach in the light of GST" published as a chapter in a **BOOK** entitled- **GST – A Road Map of Economic Development for New India,** edited by Dr N K Batra, Dinesh Chandra, Kamran Alam Khan & Dr Majid Hussain (Niharikanjali Publishers, Kanpur), India, ed. 2018

9. "Social Entrepreneurship: A roadmap for Economic Development" published as a chapter in a **BOOK** entitled- **Indian Economy: Policy Interventions for Sustainable Growth**, edited by Prof P. K. Yadav and Dr Ombir Singh (Bharti Publication), India, Ed. 2019

10. "Precision Farming in India: Issues, Challenges and Oppourtunities" published as a chapter in a **BOOK** entitled- **Indian Economy: Policy Interventions for Sustainable Growth**, edited by Prof P. K. Yadav and Dr Ombir Singh, (Bharti Publication), India, Ed. 2019

11. "Globalization and its impact on Indian Economy" published as a chapter in a **BOOK** entitled- **Indian Economy: Policy Interventions for Sustainable Growth**, edited by Prof P.K. Yadav and Dr Ombir Singh, (Bharti Publication), India, Ed. 2019

12. "Tourism Potential in Rohilkhand Region, Uttar Pradesh" published as a chapter in a **BOOK** entitled- **Research and Innovations during COVID-19: An Integrated Approach**, edited by Prof P. B. Singh and Dr D.S. Negi (Bharti Publication), India, Ed. 2019

13. "Green Consumer Behaviour: Emerging Oppourtunities and Challenges in India (In context of Meerut)" published as a chapter in a **BOOK** entitled- **Research and Innovations during COVID-19: An Integrated Approach**, edited by Prof P. B. Singh and Dr D.S. Negi (Bharti Publication), India, Ed. 2019

14. "Human Resource Management in Digital Era" published as a chapter in a **BOOK** entitled- **Research and Innovations during COVID-19: An Integrated Approach**, edited by Prof P. B. Singh and Dr D.S. Negi, (Bharti Publication), India, Ed. 2019

15. "Social Entrepreneurship and Development of Rural Tourism in India" published as a chapter in a **BOOK** entitled- **Research and Innovations during COVID-19: An Integrated Approach**, edited by Prof P. B. Singh and Dr D.S. Negi, (Bharti Publication), India, Ed. 2019

16. "An Emperical Study on significance of Emotional Intelligence for better Work-Life Balance in Banking Sector" published as a chapter in a **BOOK** entitled- **Research and Innovations during COVID-19: An Integrated Approach**, edited by Prof P. B. Singh and Dr D.S. Negi, (Bharti Publication), India, Ed. 2019

(b) Papers Published in Indexed/ Peer Reviewed Journals -2010 onwards

Year of Publication	Title	Journal	ISSN/ Indexing	Co-Author (s) (if any)

1. "CEO Compensation: The Indian Dilemma", published in Asian Journal of Management, Vol. 2, Issue 1, Jan – March 2011.
2. "Human Resource Information System: A Prominent Tool to Transform the Banking Industry for Developing Countries", published in Mumukshu Journal of Humanities (Reviewed/Referred Research Journal), Vol. 3, No. 3, June 2011.
3. "Indian Tourism Industry- Futuristic Trends", published in Future Business Review, Vol. 1, No. 1, July 2011.
4. "A Comprehensive Study of Indian Rural Consumer Behaviour and Strategies for Rural Markets", published in Asia Pacific Journal of Research in Business Management (An Internationally indexed & refereed e-journal), Vol. 2, Issue 9, September 2011.
5. "Green Marketing: Policies And Practices For Sustainable Development", published in Integral Review – A Journal of Management, Vol. 5, No. 1, June 2012.
6. "Consumer Buying Behaviour towards Specialty Goods- a Case of Cellular Phone Handsets", published in Mumukshu Journal of Humanities (Reviewed/Referred Research Journal), Vol. 4, No. 1, June 2012.
7. "A Study of Factors Affecting Beer Consumption at Bareilly", published in Oorja – International Journal of Management & IT, Vol. 10, No. 3, Sept-Dec, 2012
8. "Strategic Considerations for Work Life Balance", published in Vimarsh- refereed Journal, Vol. 3, issue 1&2, July-Dec 2012.
9. "Impact of Work Stress on Employees Performance", published in Candour Business Journal, 1Vol. , No. 1, April 2013.

10. "Consumer Behaviour and Attitude Towards ITC Personal Care Products-A Case of Shampoo", published in Mumukshu Journal of Humanities (Reviewed/Referred Research Journal), Vol.5, No. 1, June 2013.
11. "Role of Children in Family Purchasing Decisions – A Case Study of Bareilly", published in IBM International Journal of Business Management, Vol. 1, No. 1, Jan 2014.
12. "An Empirical Study of Work-Life-Balance with special reference to Banking Sector", published in Viewpoint: An International Journal of Management and Technology, Vol. 5, No. 2, July-Dec 2014.
13. "Consumer Buying Behaviour towards Shopping Goods: A case of Apparels", published in Global Management Horizon (Annual Refereed Journal), Vol. III, Issue-1, Jan-Dec 2014
14. "Workforce Diversity: Challenges and Strategies", published in Lohia Shodh Manch (Research Journal), Vol III, Issue-6, July-Dec 2014
15. "Impact and Effectiveness of Celebrity Endorsement on Social Media towards Mobile purchase behavior among Generation- Y", published in Shodhmanthan – International Journal (Impact Factor: 5.463 Peer Reviewed & Refereed UGC approved Journal), Vol X, Special Issue- 5, 2019.
16. "To Study the Impact of Instafamous Celebrities on Consumer Buying Behaviour", published in Academy of Marketing Studies Journal, Vol 24, Issue 1, 2020
17. "A Study of Consumer Behaviour towards eco-friendly products in Bijnor District", published in Journal- Global Values, Vol 11, 2020 (Impact Factor 6.861)
18. "Examining the role of Celebrity on Social Media during COVID-19 Outbreak", published in Journal of XI'AN University of Architecture and Technology, (Impact Factor: 3.7 UGC Approved Journal) Vol IX, Issue VII, July 2020
19. "Green Consumer Behaviour: An Emerging Trend in India", published in International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS), (Impact Factor: 5.880), Vol 04, No. 3, July-Sept, 2021(ISSN: 2581-7930)
20. "Emotional Intelligence and Quality of Work Life: Exploring the Connection (With special reference to HDFC Bank, Moradabad Region)", published in Sambodhi (UGC CARE Journal) Vol-45, No. 1(VII): 2022. (ISSN: 2249-6661)
21. "The Influence of Fear on the Buying Behaviour of Consumers in case of the COVID-19 Outbreak", published in Korea Review of International Studies, Vol 15, Issue 33, April 2022 (ISSN: 1226-4741), ABDC Journal rating: C
22. "A Study of Quality of work-life among Public and Private Banking Professionals in Uttar Pradesh (Rohilkhand Region), published in Journal of the Asiatic Society of Mumbai, Vol XCV, No. 20, 2022 (ISSN: 0972-0766)
23. "Marketing Strategies of LIC in Life Insurance and its impact on Business", published in International Journal of Food and Nutritional Sciences, UGC CARE listed (Group-1), Vol. 11, Nov. 2022 (ISSN: 23191775)
24. "Comparative Evaluation of Marketing Strategies of LIC of India and ICICI Insurance Company and its impact in their business" published in Journal of Economy, Tourism and Service, Vol 2, No 7, 2023 (ISSN: 2181-435X)
25. "The Efficacy of Print Advertisements: An Analysis of Recall, Recognition and Purchase Intent", published in Journal of the Asiatic Society of Mumbai, Vol 97, No. 11, 2023 (ISSN: 0972-0766) UGC CARE Listed Group 1, Impact Factor: 5.29
26. "Sustainable Development and growth of Religious Tourism: An analytical study from Uttar Pradesh, India" published in Journal of Management and Health Sciences, Vol 2, No 2, Sept 2024 (ISSN: 2505-0680) published by Novel Academy, Pokhara, NEPAL
27. "The impact of Green Marketing on Consumer Behaviour: A study of purchase patterns in Personal Care and Cosmetic Products in Uttar Pradesh, India", published in Shodh Kosh: a Journal of Visual and Performing Arts, Vol 5, No. 7, July 2024 (ISSN: 2582 7472 online)
28. "Cultural Influences on Consumer Behavior in Rohilkhand: An Empirical Analysis of Traditions, Values, and Social Norms" published in International Journal for Multidisciplinary Research (IJFMR), Volume 6, Issue 5, Sep-October 2024. (ISSN: E-2582-2160) DOI 10.36948/ijfmr.2024.v06i05.27950 Impact Factor: 9.24

29. "Consumer Attitudes toward Green Marketing and Eco-Friendly Products: An Analysis of Awareness and Satisfaction in the Rohilkhand Region", published in African Journal of Biomedical Research, Vol 27(4s), Nov. 2024 (ISSN: 4144-4152) DOI: https://doi.org/10.53555/AJBR.v27i4S.4249

(c) Articles

06 articles in newspaper

(d) Seminar/Conference Presentations

33 papers

(e) Resource Lectures Delivered

More than 20 Lectures delivered in various universities and Seminar Sessions.

(f) Seminars/Conferences/Workshops Organized

13

(g) Public Service / University Service / Consulting Activity

1. **Worked as Proctor of MJP Rohilkhand University, Bareilly (India) from 2005 to 2007**
2. **Worked as Assistant Dean Student Welfare (DSW) of MJP Rohilkhand University, Bareilly (India) from 2005 to 2007**
3. **Worked as Additional Hostel Warden of MJP Rohilkhand University, Bareilly (India) from 2005 to 2007**
4. **Worked as Observer of the University for Conduct of University Entrance Examinations almost every year.**
5. **Worked as Coordinator- University Evaluation Centre (Confidential Work) year 2013 onwards till the current year.**
6. **Member of Various Administrative bodies of the university like Executive Council, Academic Council, and Board of Studies, Faculty Board etc.**
7. **Member- Expert Panel to inspect colleges for university affiliation and approval of courses in India.**
8. **Member- Expert Panel in appointments of affiliated colleges.**
9. **Member - University Flying Squad for last several years.**
10. **Member –University Sports Committee for two years.**
11. **Member - Expert Panel in Public Service Commission, Chattisgarh**
12. **Chairman and Member Coordinator in NAAC Peer Team Visits.**
13. **Member – Expert Panel in SC/EVC of AICTE**

(h) Memberships of Academic/Professional Bodies

1. **Indian Commerce Association, India as member since 1992**
2. **North India Management Association, India as member since 2007**
3. **Indian Tourism Congress, India as member since 2012**
4. **Editorial Board member in Asian Journal of Management ISSN 0976-495X**
5. **Member Peer Review Committee for Journals of two Universities in India.**
6. **Member Advisory Board, Digital Business People, Singapore www.dbp.com.sg**

Projects (With Title, Year, Grants, Funding Agency and Collaborations)

Two UGC Research Projects and One Major Project of Centre of Excellence UP Govt. completed

Administrative Positions/Assignments Held

1. **Dean- Faculty of Management**
2. **Head- Deptt. Of Business Administration**
3. **Head- Deptt. Of Hotel Management & Catering Technology**
4. **Proctor- University**
5. **Dean Student Welfare (DSW) - University**
6. **University Nodal Officer – Scholarship & Fee Reimbursement**

Academic Foreign Visits
1. **Waljat Colleges of Applied Sciences, Muscat, (SULTANATE OF OMAN)- 2006** 2. **Bank of Baroda, Dubai, (U.A.E.) - 2006** 3. **British Petroleum, Abu Dhabi, (U.A.E.) - 2006** 4. **Jimma University, Jimma, (ETHIOPIA - AFRICA) – 2007-09** 5. **SLITHM & Colombo University, Colombo, (SRILANKA) – 2011** 6. **International University of Commerce, Bangkok, (THAILAND) - 2011** 7. **Tashkent State University of Economics, Tashkent (UZBEKISTAN) - 2012** 8. **Novel Academy, Pokhara (NEPAL) - 2024**
Any Other Details
Eleven students have been awarded PhD under my guidance and three are currently enrolled.

Signature of Faculty Member
(in Hard Copy Only)

Note: Please submit this file to E-mail ID: rkg@mjpru.ac.in through your own E-mail ID.