Name:-Dr.Amrinder Singh

Designation :-Professor

Specialization : Marketing

Email : s.amrinder@jainuniversity.ac.in
Linkedin: https://www.linkedin.com/in/dr-amrinder-singh-b86560152

Qualification		
Work Experience	**Career Summary**	• B.Com, MBA & PhD(Marketing) • 18 Years
Courses Facilitated	**Research Interest**	**Marketing**
	Research Publications	35
Member on Committees / Editorial Boards	**Articles / Case Studies**	NA
	Consultancy / Projects	NA
Professional Memberships	**Books / Chapters**	1. Chapter on "Food Security Bill in India: Strengths and challenges" in Commerce and Management published by Serials Publications (New Delhi) ISBN 9788183876735, pg. no 297, 2014. 2. Chapter published on "Integration of Internet of Things and Big Data Technologies for Higher Education" in Edutech Enabled teaching challenges and opportunities by Taylor & Francis group, eBook ISBN: 9781003254942,

2022.

3. Chapter published on "Education in the Fourth Industrial Revolution: Challenges and Opportunities" in Edutech Enabled teaching challenges and opportunities by Taylor & Francis Group, eBook ISBN: 9781003254942, 2022.

4. Chapter published on "Blockchain Technology in Electronic Healthcare Systems" in Blockchain Technology in Corporate Governance Oct 2022. (Scopus publication)

5. Chapter published on "Role of Sensory Marketing in Millennials' Online Food Aggregator Consumption Patterns: A Brand Equity Study" in IGI Global, 23rd Nov,2022. (Scopus publication)

6. Chapter published on "The impact of social marketing on SME's in India A theoretical perspective" in IGI Global 5th Jan, 2023.

7. Chapter published on "Impact of Artificial Intelligence on Human Capital in Health care sector post-Covid-19" in The Adoption and Effect of AI on Human Resources Management by Emerald Publication, ISBN: 9781803820279, Feb 2023. (Scopus publication)

8. Chapter published on "Bibliometric Review on Healthcare Sustainability" in Handbook of Research on Safe Disposal Methods of Municipal Solid Wastes for a Sustainable Environment, IGI Global publications, ISBN10: 1668481170, June 2023. (Scopus publication)

9. Chapter published on "Sustainable Climate Change and its Impact on the Insurance Sector" in [The Impact of Climate Change and Sustainability Standards on the Insurance Market](#) by Wiley Online Library, ISBN:9781394167944, 14th July 2023. (Scopus publication)

10. Chapter published on "Factors Causing the Indian Information Technology Industry's Human Resource Management to Change to Gig Contracts" in Sosyoekonomi, Volume: 31 Issue: 57, 77 - 99, 26.07.2023

11. Chapter published on "To Study the Service Gap Between Customer Perceptions and Expectations in Services Provided by Cab Aggregators" in the Interplay Between Service Quality and Customer Delight, IGI Global publications

	12. Chapter published on "An Analysis of Online Education During a Pandemic Situation, with Reference to India" in Interdisciplinary Approaches in Management Education March, Apple Academic press 2024. 13. Chapter published on "A Holistic Framework for Resilient Rural Energy for Developing Economies" in Emerald Studies in The Framework for Resilient Industry: A Holistic Approach for Developing Economies March 2024 ISBN. 978-1-83753-735-8 pp. 237-250. (Emerald) **Books:-** 1. Published book on "Customer Relationship Management in General Insurance Companies "A Study of Public Sector and Private Sector" by LAMBERT Academic Publishing with ISSN no.978-3-659-50212-5 in 2018. 2. Published book on "Cultural marketing and metaverse for consumer engagement" by IGI Global publication, April 2023, ISBN 10: 1668483122. (Scopus) https://www.igi-global.com/book/cultural-marketing-metaverse-consumer-engagement/313039
Activities	**NA**
Recognition / Awards	1. Received Best Teacher Appreciation Award for outstanding performance in session 2009-2010, Bhai Gurdas Institute of Eng. & Tech. 2. Acted as Rapporteur in one-day National seminar on 'Emerging Paradigms in Indian Financial Sector' held at Punjabi University, Patiala on 28th Feb 2012. 3. Awarded for Organizing AICTE sponsored Staff Development Programme on Research Methodology and Data Analysis using SPSS (18.0) 2012. 4. Awarded for Organizing AICTE Sponsored Staff development programme on CLOUD Computing 2012. 5. Acted as Resource person in two-week staff development programme on 'Ethics & Value Management' held at Guru Nanak education Trust's Group of Institution, from 15th to 28th April, 2012. 6. Acted as Resource person at PIMT on the topic "Strategies for Sustainable Business Growth in India" held on Oct 5th, 2013.

		7. Organized two days International Conference "Managing Global Business in Turbulent Times" at Chandigarh University, 8th-9th Feb, 2014.
		8. Organized one-day National Conference "Challenges of Paradigm shift in Business: Role of Innovation and Excellence" at Chandigarh University, 7th Feb 2015.
		9. Organized a one-day National Conference "Emerging Trends in Business: Challenges and Opportunities" at Chandigarh University, 24th Nov 2015.
		10. Appreciation certificate received from Chandigarh University for conducting special Marketing classes, for which 26 students were placed in Volvo Eicher in 2015.
		11. Received Outstanding Researcher Award, from Punjab Institute of Management and Technology during International conference on "New paradigms in Management and Technology" on 9th -10th, 2017.
		12. Received an award for being the best resource person for National and International collaborations from CT University, Ludhiana 2019.
		13. Appreciation certificate received from MSME, for delivering lectures on Entrepreneurship awareness programs for five days 16th Jan 2020.
		14. Received letter of Appreciation from CT University, Ludhiana for overall good performance during the job, 02nd March 2020.
		15. Appreciation certificate received for organizing International Conference "Actionable strategies and tactics for supercharging entrepreneurial growth" 16th Dec 2021 at Jain (Deemed-to-be University), Bangalore.
		16. Appreciation letter received from NITTTR for jointly conducting FDP and making Jain (Deemed-to-be University) a nodal center in Bangalore 2022.
		17. Award of appreciation from the Association of Indian Universities for volunteering for Khelo India University Games 2021.
	Seminar Conferences Attended	1. **Presented research paper on "Impact of Environmental Pollution" in national conference on Innovative Developments in Engineering Applications on 26th –27th March, 2009.**
		2. **Presented research paper on "Buying Behavior of Consumers Living in Italy" in national conference on "Innovative Developments in Engineering Applications on 27th – 28th Jan, 2011.**
		3. **Presented research paper on 'Customer Perception towards General Insurance' in the one-day national Seminar on 'Emerging Paradigms in Indian Financial Sector' held at Punjabi University, Patiala on 28th Feb, 2012.**
		4. **Presented research paper on "An Analysis on the Relationship Strategies in General Insurance sector" in international conference at Galaxy Global Group of Institutions on 6th and 7th April, 2013.**
		5. **Presented research paper and acted as resource**

person on "Study of Sales Promotion Strategies and Analysis of Insurance Business" at PIMT on strategies for sustainable business growth in India, on 5th Oct, 2013.

6. Presented research paper on 'Surrogate-Advertising (Social Evil)' at the two-day international conference on 'Managing Global Business in Turbulent Times' held at Chandigarh University, Gharuan on 8th-9th Feb, 2014.

7. Presented research paper on 'Innovative Management Practices for Business Excellence' in a one-day national conference held at GNIMT, Phagwara on 15th March, 2014.

8. Presented research paper on "Effect of Branding on Consumer Purchase Decision" on Global Advancement and futuristic trends in management in PTU sponsored national conference at CGC, Jhanjeri on 27th -28th March, 2014.

9. Presented research paper on "Consumer Purchase Behavior: A Paradigm shift towards Online Shopping (A Study of Urban Area)" in the two-day international conference at Multani Mal Modi College in Collaboration with PCMA, 7th& 8th Nov, 2014.

10. Presented research paper on "Building Brand Awareness through Social Media Marketing" at Punjab Institute of Management & Tech, Mandi Gobindgarh in Collaboration with PCMA, on 20th Dec, 2014.

11. Presented research paper on "CRM Strategies of Insurance Business" PTU sponsored National Conference at IMS, Bhaddal Technical Campus, Ropar on 17th Jan, 2015.

12. Presented research paper on "Online Marketing –A Road Ahead for Retailing in India" in the 2nd national Conference at Chandigarh University, Gharuan in collaboration with EGRA on 7th Feb, 2015.

13. Presented research paper on "Paradigm shift in Customer's preference regarding E-shopping" in 2nd National Conference at Chandigarh University, Gharuan in collaboration with EGRA on 7th Feb, 2015.

14. Presented research paper on "A study to find out the impact of viral marketing on Customer" in the two-day national conference held at Chandigarh Group of colleges on 29th-30th Oct, 2015.

15. Presented research paper on "Behavioral Finance in Investment Decision Making" in one-day National conference organized by Department of commerce, Shivaji College, University of Delhi, New Delhi on 29th March, 2016.

16. Presented research paper on "Online Marketing Strategies for reaching today's Youth" in an international conference at CGC Jhanjeri on Digital India- Stimulating India's growth under

uncertainties & Challenging Environmental Issues on 31th March, 2016.

17. Presented research paper on "An Empirical study on an individual investor's perception and behavior towards financial product innovation" in an International conference, IIT, Delhi on 14th & 15th July 2017.

18. Presented research paper on "An Empirical Analysis of Impact of Gold Price Shocks on Economies: A study of Asian countries" in the International conference at CT University, Ludhiana on 6th Sep 2019.

19. Presented research paper on "Effect of Covid-19 on India's Banking Sector-Some reflections" in an Online International conference at Jain (Deemed-to-be-University), Bangalore on 22nd Dec, 2020.

20. Presented research paper on "Impact on print media during Covid" in the international conference on global evaluation through and post Covid-19 times at Lexicon Management Institute of Leadership and Excellence Pune on 4th & 5th Sep, 2021.

21. Presented research paper on "Significance of Digital marketing platform as a tool for urban marketing in Bangalore city (India)" in an international conference on Actionable strategies & tactics for supercharging entrepreneurial growth at Jain (Deemed-to-be-University), on 16th Dec, 2021.

22. Presented research paper on "Determining the factors affecting the entrepreneurial behaviour of women in Punjab" in an International conference on Actionable Strategies & Tactics for supercharging entrepreneurial growth at Jain (Deemed-to-be-University), on 16th Dec, 2021.

23. Presented research paper on "Emerging Global Trends in Accounting, Finance and Taxation" in International conference at Jain (Deemed-to-be-University), on 9th April, 2021.

24. Presented research paper on "Opportunities and challenges of AI in Retail Sector" in an international conference on 30th June & 1st July 2022, at Jain University, Bangalore.

25. Presented research paper on "Cashless transaction and economy" in Model G20 Summit on 6th and 7th July, 2023.

26. Presented research paper on "The rise of conscious consumption: A case study on Bangalore youth's changing behavior toward lifestyle goods" at 25th Annual convention at IIM, Tiruchirappalli on 18th to 20th Dec, 2023.

27. Presented research paper on "Decoding decision making behavior of consumer in the technological era and the effect on the operations of the E-commerce Industry" in National conference on Driving Innovation for India: 2030 on 18th Jan, 2024 at Jain (Deemed-to-be-University), Bangalore.

28. Presented research paper on "A study on E-payment with reference to FMCG products in Ban"

| | | in National conference on Driving Innovation for India: 2030 on 18th Jan, 2024 at Jain (Deemed-to-be-University), Bangalore. |
| | | 29. Presented research paper on "Transformative Impacts of Industry 4.0 on The Indian Service Sector in The 21St Century: A Comprehensive Analysis of Economic Evolution" in National conference on Driving Innovation for India: 2030 on 18th Jan, 2024 Jain (Deemed-to-be-University), Bangalore. |