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# Himanshu S. Singh

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<b>Father's Name</b>	Late C.S.P. Singh
<b>Date of Birth</b>	31 <sup>st</sup> May, 1968
<b>Sex</b>	Male
<b>Marital Status</b>	Married
<b>Languages Known</b>	English & Hindi
<b>Nationality</b>	Indian
<b>Educational Qualification</b>	
<b>Matriculation (CBSE)</b>	1983, Sainik School Tilaiya, Tilaiya Dam, 68.7%, I Division
<b>Intermediate (CBSE)</b>	1985, Sainik School Tilaiya, Tilaiya Dam, 66.7%, I Division
<b>B.A.</b>	1988, Allahabad University, Allahabad, 50.5%, II Division
<b>M.B.A.</b>	1991, Allahabad University, Allahabad, 60.5%, I Division
<b>JRF/NET</b>	1992, U.G.C., New Delhi, Qualified
<b>Ph.D.</b>	2004, Dr. RML Avadh University, Faizabad
<b>CIC</b>	2003, IGNOU, New Delhi, 71.3%
<b>PGDCA</b>	2004, Dr. RML Avadh University, Faizabad, 74.6%, I Division

## Teaching Experience

### **Dr. RML Avadh University, Faizabad, U.P.**

26 years in the Department of Business Management & Entrepreneurship.

**Designation** - Professor

**Papers Taught** - (a) Principles of Management  
(b) Marketing Management  
(c) Advertising Management  
(d) Operations Management  
(e) International Marketing  
(f) Small Business Management  
(g) Managerial Economics  
(h) Business Communication  
(i) Services Marketing

(2) **Counselor, IGNOU New Delhi**

(3) **Guest Lecturer** (a) Small Industries Service Institute  
(b) JBS Faizabad.  
(c) Punjab National Banks training programme.  
(d) Bankers Staff Training College, Faizabad.

## **Publications**

Sl.No.	Publication
01	“Communication Skills for Success” by Smt Panchali Singh and Shri Himanshu Shekhar Singh at National Seminar in Commerce Education in New Millennium, on June 12 & 13 2002, organized by Department of Commerce and Business Management, University of Allahabad and Institute of chartered Accountants of India. (Seminar Proceeding)
02	“Jawahar Rojgar Yojna to be more target oriented” by Himanshu Shekhar Singh at National Seminar on Youth Related Schemes & Employment Interface on Aug 9 & 10, 2003, organized by Department of Commerce, University of Lucknow and National Commission for youth, Ministry of Youth Affairs and Sports.
03	“Need for growth of Services for Urbanization” paper in bi-annual journal titled Urban Panaroma, by Himanshu Shekhar Singh, Prof H.P. Pandey.
04	Poverty and Sustainable Development, Prof S. P. Tiwari and Dr Himanshu Shekhar Singh, [In: Poverty and Sustainable Development: Third World Perspectives, edited by Dr. Ravi Shanker Kumar Singh, Vol. II pp.593-600.
05	“Developed and Developing Countries in WTO” by Himanshu Shekhar Singh and Smt Panchali Singh, published in Volume 4, Issue 2 of “Management Today” journal.
06	“Strategies to Meet Challenges of Rural market” by Himanshu Shekhar Singh and Smt Panchali Singh, in National Seminar on “Management challenges in the next Decade 2005-2015” organized by, United Institute of Management Naini, Allahabad on 14-15 may 2005.
07	“Rural India: Opportunities and Challenges” by Dr. Himanshu Shekhar Singh and Smt Panchali Singh, in 2 <sup>nd</sup> UP Economic Association Annual Conference held on 18 <sup>th</sup> -19 <sup>th</sup> Dec, 2005 organized by C.S.A. University of Agri. & Tech. Kanpur. (Seminar Proceeding)

08	“Growth of Retail Industry in India” by Himanshu Shekhar Singh, Smt Panchali Singh at National Marketing Seminar on “Reconfiguring Marketing in the Changing Business Landscape”, organized by ITS, Ghaziabad on 11 <sup>th</sup> and 12 <sup>th</sup> January 2008. (Seminar Proceeding)
09	“Scenario of HRD in India and its comparison with Global context” by Himanshu Shekhar Singh and Smt Panchali Singh, published in Volume 6, No. 1 of “SYNERGY” Journal.
10	“Employment Scenario In India” by Dr. Panchali Singh and Dr. Himanshu Shekhar Singh in Journal of Management, Vol-2, December 2010, ISSN 0976-1063
11	“Employment Avenues by Biotechnological Entrepreneurship in India” by Dr Himanshu Shekhar Singh and Smt Panchali Singh, in the Journal of Business & Economic Studies, Vol IV, Issue II, RNI:UPBIL/2007/23544
12	“The Significance of Strategic Human Resource Management A Literature Review” By Dr Himanshu Shekhar Singh and Shivani Kapoor, in Review of Professional Management, Vol 10 Issue 1, ISSN 0972-8686
13	“NPA Recovery Mechanism: An Evaluation” by Dr. Himanshu Shekhar Singh and Dr. Ajai Singh, published in International Journal of Research in Computer Application and Management, Volume No. 1(2011), Issue No. 6(August), ISSN 2231-1009
14	“FMCG Taking the Rural Route” by Dr Himanshu Shekhar Singh and Dr Panchali Singh, in Journal of Management Vol 4, ISSN:0976-1063
15	“Talent Management in India: A Mythological Perspective” by Kartiki Mishra, Ashok Mall, Himanshu Shekhar Singh, in Humanities and Development Vol-6 No-2, ISSN 0973-8541
16	“Disaster and Management: A Review” by Dr Himanshu Shekhar Singh and Dr Panchali Singh, in the book Management of Natural Disaster
17	“Study on HRD Strategies and its Impact on Upliftment of Women Employees in Industrial Sector of Sultanpur District” by Dhruva Kumar Pandey and Dr. Himanshu Shekhar Singh, in Prabandhan, Vol 4, Number 2, ISSN 2229-5267
18	“Marketing Tools for Winning Customers in Services” by Dr. Himanshu Shekhar Singh in National Seminar on “The Future of Marketing: Opportunities & Challenges” on 29 <sup>th</sup> & 30 <sup>th</sup> Nov, 2013. (Seminar Proceeding)
19	“Strategies for Sustainable Development” by Dr. Himanshu Shekhar Singh in <b>The International Journal of Human Potential Development (IJHPD)</b> is an international double blind peer-reviewed journal, ISSN 2277-1980
20	“Utilizing Information Technology to Gain Competitive Advantage in Retailing” by Dr. Himanshu Shekhar Singh, in Vol.1 No.1 of LBS Journal of Management & Technology, ISSN 2277-8462
21	“Impact of Strategic Human Resource Management Practice on Employee Productivity In U.P: An Empirical Study”, by Dr Himanshu Shekhar Singh and Shivani Kapoor, in “SHODH” Journal of Management, Technology and Social Sciences. ISSN 2249 - 152X.
22	“The Government & Small Scale Industries”, by Dr Himanshu Shekhar Singh, in “SHODH” Journal of Management, Technology and Social Sciences. ISSN 2249 - 152X.
23	“Stress Management” by Dr. Himanshu Shekhar Singh in Journal of Management, Vol-5, December 2014, ISSN 0976-1063
24	“Interpersonal Relations and Communication” by Dr Himanshu Shekhar Singh, in Rishabhdeshta, Vol: V, Jan-June 2014, ISSN 2319-3662.

## Presentations in Seminar/Conference/Workshop

Sl.No.	Presentation
01	“Marketing & Its Challenges in Agriculture Sector” in one day National Seminar on 31st Jan 2004, organized by Sherwood College of Management, Lucknow.
02	“E commerce: The Indian Scenario” in K N Singh Memorial First National Conference on Challenges in Management of Higher Education, organized by KNIPSS, Sultanpur on Feb 28 & 29, 2004.
03	“Economic reforms and Employment in India” in National Seminar on “Human Face of Economic Reforms” organized by HRPG College, Khalilabad, Sant Kabir Nagar on Nov. 19 & 20, 2004.
04	“Utilizing I.T. for Achieving Competitive Advantage in Retailing” in National Conference on “Changing Business Scenario & Information Technology” organized by School of Management Studies, Varanasi on

	23 <sup>rd</sup> and 24 <sup>th</sup> Feb. 2007.
05	“Rural India – A Destination with Potential” at National Seminar on “India’s Emergence as a Global Hub: The March Ahead”, organized by ITS, Ghaziabad on 16 <sup>th</sup> and 17 <sup>th</sup> March 2011.
06	“A Study of Job Satisfaction Level in Pharma Industry” at National Conference on “HR Agenda for Organizational Excellence Amidst Persisting Global Economic Crisis”, organized by ITS, Ghaziabad on 17 <sup>th</sup> Dec 2011.
07	“HRM: In New Millennium” at International Conference on Emerging Indian Economy: Opportunities and Challenges” at International Conference held on 11 <sup>th</sup> and 12 <sup>th</sup> Feb 2012, organized by BBS Institute of Management and Technology, Allahabad.
08	“Tourism Industry In the Growth of Eastern India” at National Seminar on March 1 <sup>st</sup> & 2 <sup>nd</sup> , 2012 organized by Dept of Commerce, Vidya Mandir Mahavidyalaya, Kaimganj, Farrukhabad.
09	“Challenges to Management Education in the Era of Globalization” at National Seminar on February 2 <sup>nd</sup> & 3 <sup>rd</sup> , 2013 organized by Dept of Commerce, Vidya Mandir Mahavidyalaya, Kaimganj, Farrukhabad.
10	“Social Market Economy – Having Glimpse of Lohia’s view” at National Seminar on March 22-23, 2013 organized by Dr Ram Manohar Lohiya National Law University, Lucknow.
11	“Leader’s Role for Inclusive Growth: A Case study of SBI” in National Seminar organized by ITS Institute of Management, Greater Noida.
12	“Prospects of FDI in Retail in India” in 9 <sup>th</sup> Annual National Conference of Uttar Pradesh-Uttarakhand Economic Association, Dr. RML Avadh University Faizabad.
13	“Impact of Poona Pact in the Development of India” in National Seminar organized by KS Saket PG College, Ayodhya, Faizabad.
14	“A comparative Study on Job Satisfaction in Private & Public Banks” in National Seminar organized by CSJM University Kanpur.
15	“Delayed Justice – A Curse for Indian Society” in National Workshop organized by KS Saket PG College, Ayodhya, Faizabad.
16	“Public Interest Litigation: A Tool For Justice” in National Seminar organized by KS Saket PG College, Ayodhya, Faizabad.
17	“Natural Disaster: Cause and effect” in National Conference organized by IEC Group of Institutions, Greater Noida.
18	“Disaster Management Problems and Challenges” in National Conference organized by IEC Group of Institutions, Greater Noida.
19	“World Class Manufacturing – A Global Business Strategy: A Study of Indo-Gulf Fertilizers Ltd” at International Conference on “Global Performance Challenges: Building And Sustaining Competitiveness”, organized by Amity University Gurgaon on Sept 11 & 12, 2014.
20	“Employee Engagement” at National Conference on “Towards a Sustainable HR Profession”, organized by ITS, Ghaziabad on 19 <sup>th</sup> and 20 <sup>th</sup> September, 2014.
21	“Financial Services – Problem and Prospects” at International Seminar on Accounting Education and Research, organized by Department of Commerce, University of Lucknow, Lucknow on Nov 8-9, 2014.
22	“Impact of Culture on International Negotiations” at National Seminar on “Recent Trends in Commerce and Management”, organized by D. D. U. Govt. Post Graduate College, Saidabad, Allahabad on 22 <sup>nd</sup> - 23 <sup>rd</sup> February, 2015.

Students awarded Ph D	06
Students Submitted Ph D	01
Invited Lectures	50
Refresher/Orientation	

Place: Faizabad  
Date: 10-08-2020

(Himanshu. S. Singh)