










Dr. PRAGYA SINGH

Assistant Professor, Dept. of Management Studies
Indian Institute of Information Technology
Allahabad, INDIA
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RESEARCH INTERESTS

- Marketing : Service Marketing & Digital Marketing
- Entrepreneurship
- Investment Management

EDUCATION

	PH.D (COMMERCE) <i>Dept. of Commerce, UP College, Varanasi (VBS Purvanchal University, Jaunpur), INDIA</i> Ph.D - "Analysis of Investment Pattern in Stake trading & Mutual funds with reference to Varanasi District"	Jan 2011
	PGDCA <i>Uday Pratap College, Varanasi, INDIA</i> Post Graduate Diploma In Computer Application	2011
	PGDCMD <i>Malviya Centre for Peace Research, Banaras Hindu University, Varanasi, INDIA</i> Post Graduate Diploma In Conflict Management and Development in Peace Studies	2009
	MBA (FINANCE & MARKETING) <i>IMS, Mahatma Gandhi Kashi Vidyapith, Varanasi, INDIA</i>	2006
	BBA (MARKETING) <i>SMS, Varanasi (VBS Purvanchal University, Jaunpur), INDIA</i>	2002
	INTERMEDIATE IN COMMERCE <i>St. John's Marhaulti, Varanasi, INDIA</i> Indian Certificate of Secondary Education Board	1999
	MATRICULATION <i>St. John's Marhaulti, Varanasi, INDIA</i> General Subjects with Commerce, Indian Certificate of Secondary Education Board	1997

WORK EXPERIENCE



ASSISTANT PROFESSOR

Sept 2012 - Present

Indian Institute of Information Technology, Allahabad, INDIA

Teaching B.Tech, M.Tech & MBA Students, Organizing Guest Talks, Master Project Consultancy & Research in Marketing & Finance



ASSISTANT PROFESSOR

Jan 2009 - Sept 2012

Rajarshi School of Management & Technology, Varanasi, INDIA

Teaching BBA and MBA Students, PG Guidance Consultancy and Organizing Business events, PDP Classes



LECTURER

Aug 2006 - Jan 2009

Jeevandeep Institute Of Management & Technology, Varanasi, INDIA

Teaching BBA and MBA Students, PG Guidance Consultancy and Organizing Business events, Placement

LIST OF SUBJECTS TAUGHT AT IIIT ALLAHABAD

- Professional Communication
- Marketing Management
- Business Law
- Principles of Management
- Marketing of Services
- Advertising Brand Management
- Entrepreneurship Development
- Auditing Laws
- Business Analytics & Key Account Management
- Principles of Economics
- Financial Management

AWARDS/HONOURS/RECOGNITION/PROFESSIONAL AWARDS RECEIVED

- Received Certificate of Appreciation for Mentoring Students in preparation for the Penn-York Conference held on November 9th ,2019 at Clarion University of Pennsylvania.
- Best Paper Award in National Seminar on "Recent Advances in Management Technology" held at RSMT, Udai Pratap College, Varanasi in April 2019.
- Faculty Coordinator of Eureka! (2015) - Asia's largest B-Model Competition Workshop held on 2nd October 2015 organized by E-cell of IIT-Bombay, India.
- Won first Prize in Poster Presentation held at Indian Institute of Information Technology, Allahabad, India in Vigilance Awareness Week in October 2015.
- Received Certificate of Appreciation in Science Conclave-2012.

RESEARCH SUPERVISION AT INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, ALLAHABAD, INDIA



SUPERVISED 25 STUDENT GROUPS AT MASTER LEVEL (MBA & MS BATCH)

Indian Institute of Information Technology, Allahabad



SUPERVISED 10 STUDENT GROUPS AT UNDER GRADUATE LEVEL (B. TECH BATCH)

Indian Institute of Information Technology, Allahabad

OUTREACH ACTIVITIES AT INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, ALLAHABAD, INDIA

SECTION EDITOR, SPRINGER



SECTION EDITOR OF 1. MARKETING & SALES SECTION 2. TOURISM SECTION for **Springer India Business Case Studies (SIBuCS) Handbook**. (Under Process)

REVIEWER FOR JFSM, SPRINGER (ISSN 0972-2696)



Reviewer for Global Journal of Flexible Systems Management (JFSM), Springer (ISSN 0972-2696) since January 2019.

PROJECT MEMBERSHIP (FUNDED)



Principal Investigator of sponsored project funded by Indian Institute of Information Technology, Allahabad of 10 lakhs INR on the topic "Advent Of Digital Marketing Strategies In Tourism Industry" from 11 Oct 2017 to 30 Nov 2018.

PROJECT MEMBERSHIP (NON FUNDED)



Membership of National Project on Kumbh Mela study as approved from Constituency Management office of Sri Ananth Kumar, Hon'ble Union Minister for Chemicals and Fertilizers, Government of India.

LAB & CURRICULUM DEVELOPMENT



- Developed Course curriculum of Professional Communication.
- Proposed Communication Skills Lab (Set Up Ongoing) For B.Tech Students As On 29th August 2016 –Till Date, Indenter Of Rs. 55, 000, 00/- Lac INR At Indian Institute Of Information Technology, Allahabad.

RESOURCE PERSON FOR DELIVERING LECTURES AT REGIONAL TRAINING INSTITUTE, ALLAHABAD



Nominated Resource Person For Delivering Lectures At Regional Training Institute, Allahabad (Indian Audit & Accounts Department) Government Of India On 03rd January, 2018

PARTICIPATION & PAPER PRESENTATION IN INTERNATIONAL CONFERENCES, SEMINARS, WORKSHOPS

-  **CLARION UNIVERSITY OF PENNSYLVANIA, USA** 02 July 2020
Social Distancing and New Marketing Agenda
Participated in "Social Distancing and New Marketing Agenda"
-  **MULTINATIONAL BUSINESS ACADEMY, USA** 30 July 2020
Study Abroad in Covid Area
Participated in "Study Abroad in Covid" Area organized by Multinational Business Academy in association with Marshall M. Sloane School of Business & Communication
-  **IEEE** 28 July 2020
IEEE Continuing Education
Completed 01 Professional Development Hour in "Making Labs effective with Remote Learning"
-  **IEEE** 28 July 2020
IEEE Continuing Education
Completed 01 Professional Development Hour in "Ditching the Traditional College Lecture in Remote Instruction"
-  **IEEE** 29 July 2020
IEEE Continuing Education
Completed 01 Professional Development Hour in "Managing Remote Students Teams"
-  **IEEE** 30 July 2020
IEEE Continuing Education
Completed 01 Professional Development Hour in "Students Assessment for Remote Delivery"
-  **AMITY UNIVERSITY RAJASTHAN, JAIPUR, INDIA** 20-22 Jan, 2020
International Conference on Sustainable Computing in Science, Technology and Management (SUSCOM-2020)
Paper presented titled "Digital Promotional Strategies for Multi-Brand Retail Fashion Stores in India" (Paper Id 223) in SUSCOM-2020 at Amity University, Rajasthan, Jaipur, India
-  **ROSEN COLLEGE OF HOSPITALITY MANAGEMENT, FLORIDA** 13-16 Dec 2019
5th World Research Summit for Tourism and Hospitality
Presented a paper titled "Realizing Spirituality (Based On Maslow's Motivation Theory) Through Tourism In India", (Ref No. 0345) in 5th World Research Summit for Tourism and Hospitality held at Rosen College of Hospitality Management, University of Central Florida, Orlando, Florida, USA
-  **CLARION UNIVERSITY OF PENNSYLVANIA** 9 Nov 2019
2019 Penn-York Conference
Participated & presented a paper titled "Religious Tourism : An Agenda for research on Destination India" in 2019 Penn-York conference held at Clarion University of Pennsylvania, USA.
-  **CLARION UNIVERSITY OF PENNSYLVANIA** 9 Nov 2019
2019 Penn-York Conference
Participated & presented a paper titled "Motivation, Experience, & Satisfaction from Religious Event :Kumbh Mela" in 2019 Penn-York conference held at Clarion University of Pennsylvania, USA.
-  **STATE COLLEGE, PENNSYLVANIA** 7 Nov 2019
National Association of Business, Economics and Technology (NABET)
Participated and presented a paper titled "Industry 4.0:New Challenges for Skills & Competences of Young Students & Graduates" in NABET Conference 2019 held at State College, Pennsylvania, USA.
-  **HARVARD PROFESSIONAL DEVELOPMENT PROGRAMS** July 2017
Harvard Division Of Continuing Education
Participated in "LEADERSHIP COMMUNICATION", Boston, USA



INDIAN INSTITUTE OF TECHNOLOGY, NEW DELHI

April 2016

International Conference on Branding

Paper Presented on "DIGITAL BRANDING OF PANTALOONS" & "EMERGENCE OF DIGITAL MARKETING STRATEGIES IN TELECOMMUNICATIONS: A CASE STUDY OF BSNL IN THE CITY OF ALLAHABAD"



BANARAS HINDU UNIVERSITY

Feb 2012

Faculty of Management Studies, Banaras Hindu University & Association of Management Development Institutions in South Asia (AMDISA)-SAARC recognized body and Alliance University, Bangalore, INDIA

Presented A Paper titled "Riding out the storm of Financial Turmoil: An Investor's Perspective" in the International Workshop on "Post Economic Meltdown Era- Challenges & Strategies"



BANARAS HINDU UNIVERSITY

Dec 2011

DR. PRAGYA SINGH

Paper entitled, "Biocon India Limited - A Case of Social Entrepreneurship" presented at the Conference on Inclusive Growth and Microfinance Access, sponsored by UNDP held at Banaras Hindu University



BANARAS HINDU UNIVERSITY

Jan 2010

Varanasi, INDIA

Participated in International Conference on "Sustainable Development", organized by Faculty of Management Studies, Banaras Hindu University



BANARAS HINDU UNIVERSITY

Dec 2009

Varanasi, INDIA

Presented a paper on the topic " Food Insecurity & Rising Food Prices(Drivers & Implications For Development)", in International Conference on Agri-preneurship And Rural Development, organized by Faculty Of Management Studies, BHU, in Dec', 2009.



BANARAS HINDU UNIVERSITY

Nov 2009

Malaviya Centre for Peace Research, BHU & USIEF, INDIA

Participated in International Workshop on 'Peace Education & Development: International Perspectives', organized jointly by Malaviya Centre for Peace Research, BHU & USIEF



INDIAN INSTITUTE OF MANAGEMENT, LUCKNOW

Mar 2009

International Conference of IIM Lucknow - Noida Campus, INDIA

Presented a paper on the topic "Cultural barriers to Effective Communication" in International Conference of IIM Lucknow - Noida Campus on 'Asian Management Practices : People, Strategies & Evolutions'

PARTICIPATION & PAPER PRESENTATION IN NATIONAL CONFERENCES/SEMINARS AND WORKSHOPS



SCHOOL OF MANAGEMENT SCIENCES

May 30 - June 3rd

Participation and successful completion

Participated and successfully completed National Online Quiz on Stress Management

SNJB COLLEGE OF ENGINEERING

May 19, 2020

Faculty Awareness Program on "NBA Accreditation Process"

Participated and successfully completed Faculty Awareness Program on "NBA Accreditation Process"

INDIAN INSTITUTE OF MANAGEMENT, LUCKNOW

27-29 Dec 2019



21st ANNUAL CONVENTION OF STRATEGIC MANAGEMENT FORUM 2019

Paper accepted for presentation on the title "Hospitality Management: A Case Study of Thomas Cook" (Paper Id 44) in SFM Convention 2019 to be held at IIM Lucknow, India

RAJARSHI SCHOOL OF MANAGEMENT & TECHNOLOGY

April 2019

VARANASI



Participated in National Seminar on Recent Advances in Management & Technology, and Presented a Paper titled "Enhancing Professional Communication Through Virtual Learning & Blended Formats" and received the Best Paper Award in the section of Employment and Employability

MAHATMA GANDHI KASHI VIDYAPITH

March 2012

Varanasi, INDIA



Participated in National Conference Sponsored by UGC on "Frontiers Of Research & Development in Computational Sciences"(FRDCS-2012) organized by Department of Computer Science & Applications & Presented a paper on "Education to E-learning : A Necessity"

INDIAN SCIENCE CONGRESS

Jan 2011

INDIA



Participated in Indian Science Congress- 2011, and Presented a Paper titled "Education: Tool for Empowerment of Women"

BANARAS HINDU UNIVERSITY

Oct 2010

Women Entrepreneurship In India



Participated in National Conference on Women Entrepreneurship In India (NACWEI 2010) organized by the Faculty of Management Studies, Banaras Hindu University, and presented a paper titled "A case study of Indian Cosmetic Queen Shahnaz Husain"

KAMALA NEHRU INSTITUTE OF PHYSICAL & SOCIAL SCIENCES

April 2010

Resilience of Indian Corporate In The phase of Global Meltdown, Sultanpur, INDIA



Participated in National Seminar organized by Faculty of Management, Kamala Nehru Institute of Physical & Social Sciences, Sultanpur and presented a paper titled "Global Economic Meltdown"

Chipping in Corporate Participation in Professional Education Machinery: An Activity Based Education Approach, Indian Management Scenario, INDIA

Participated in National Conference on "Chipping in Corporate Participation in Professional Education Machinery: An Activity Based Education Approach, Indian Management Scenario organized by Department of Management, Kamala Nehru Institute of Physical & Social Sciences, Sultanpur and presented a paper titled "A Case Study of Peter Drucker"

UDAI PRATAP AUTONOMOUS COLLEGE

March 2010

Impact of Microcredit on Upliftment of Rural Poor in Eastern U.P., INDIA

Participated in National Seminar sponsored by ICSSR on "Impact of Microcredit on Upliftment of Rural Poor in Eastern U.P." organized by Faculty of Commerce, Uday Pratap Autonomous College, and presented a paper titled "Women Empowerment"

RAJARSHI SCHOOL OF MANAGEMENT & TECHNOLOGY

March 2009

Corporate Expectations from Future Managers, Varanasi, INDIA

Attended a National Workshop on "Corporate Expectations from Future Managers"

BANARAS HINDU UNIVERSITY

Feb 2009

IIPC, Varanasi, INDIA

Participated & Presented a paper titled, "Trends in Investment in Mutual Funds", in National Conference on IIPC held in FMS, BHU

BANARAS HINDU UNIVERSITY

Feb 2008

Faculty of Management Studies, Varanasi, INDIA

Participated & Presented a paper titled, "Ethical significance in Mergers & Acquisitions", in National Conference on "Mergers & Acquisitions: A competitive strategy" held in FMS, BHU

BANARAS HINDU UNIVERSITY

Jan 2008

Faculty of Management Studies, Varanasi, INDIA

Participated & Presented a paper titled, "A Reflection of Indian women in Entrepreneurial world", in National seminar on "Strategies for Entrepreneurial Development" held in FMS, BHU

BANARAS HINDU UNIVERSITY

Jan 2008

Malviya Centre for Peace Research, Varanasi, INDIA

Participated in International Seminar on "Civil Society in emerging democratic Nepal", held in BHU, organized by Centre for the study of Nepal, BHU

BANARAS HINDU UNIVERSITY

Dec 2007

Malaviya Centre for Peace Research, Varanasi, INDIA

Actively Participated & Contributed to International Conference & workshop on 'Peace Building through Theatre', in BHU organized jointly by Malaviya Centre for Peace Research, BHU & USIEF

MAHATMA GANDHI KASHI VIDYAPITH

Oct 2007

Institute of Management Studies, Varanasi, INDIA

Participated & Presented a paper titled, 'FDI in Retail' in National Seminar on "Retailing in India: Emerging Trends", organized by Dept. of Commerce, MG Kashi Vidyapith, Varanasi

BANARAS HINDU UNIVERSITY

Mar 2007

Varanasi, INDIA

Participated in National Seminar on "Mergers & Acquisitions in India" organized in BHU

MG KASHI VIDYAPITH

Dec 2005

Institute of Management Studies, Varanasi, INDIA

Participated in 58th All India Commerce conference organized by ICA, hosted by IMS MG Kashi Vidyapith, Varanasi

MG KASHI VIDYAPITH

Mar 2005

Institute of Management Studies, Varanasi, INDIA

Participated in National Seminar on "Mergers & Acquisitions in India", organized by IMS MG Kashi Vidyapith, Varanasi



MG KASHI VIDYAPITH

Institute of Management Studies, Varanasi, INDIA

Oct 2004

Participated & Presented a paper titled, " Dimensions of Corporate Governance in India", in National Seminar on Corporate Governance in India, organized by IMS, MG Kashi Vidyapith , Varanasi

SEMINARS AND INVITED TALKS PRESENTED (INTERNATIONAL)

TOURISM: AN ENTHRALLING EXPERIENCE FOR EVERYONE

Nov 05 2019



INVITED TALK ON THOMAS COOK TITLED "TOURISM: AN ENTHRALLING EXPERIENCE FOR EVERYONE", AT CLARION UNIVERSITY OF PENNSYLVANIA

SEMINARS AND INVITED TALKS PRESENTED (NATIONAL)

INTRODUCTION TO EMOTIONAL QUOTIENT

Sept 09, 2020



DELIVERED TALK ON EMOTIONAL QUOTIENT IN AICTE (ATAL) SPONSORED FIVE DAY FDP (Online Mode) ON EMOTIONAL INTELLIGENCE, AT INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, ALLAHABAD

EMOTIONAL INTELLIGENCE REVIEW

Sept 17, 2020



DELIVERED TALK ON EMOTIONAL INTELLIGENCE REVIEW IN AICTE (ATAL) SPONSORED FIVE DAY FDP (Online Mode) ON EMOTIONAL INTELLIGENCE, AT INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, ALLAHABAD

MOTIVATION AND BEHAVIOURAL/ATTITUDINAL CHANGE

July 31 2019



GUEST LECTURE ON "MOTIVATION AND BEHAVIOURAL/ATTITUDINAL CHANGE", AT REGIONAL TRAINING INSTITUTE, ALLAHABAD

PERFORMANCE APPRAISAL

July 02 2019



GUEST LECTURE FOR Ph.D SCHOLARS ON "PERFORMANCE APPRAISAL", AT DEPARTMENT OF COMMERCE AND BUSINESS ADMINISTRATION, UNIVERSITY OF ALLAHABAD

BASICS OF MANAGEMENT AND CASE STUDY ON ENTREPRENEURSHIP

July 02 2019



INVITED TALK ON "BASICS OF MANAGEMENT AND CASE STUDY ON ENTREPRENEURSHIP", AT SHAMBHUNATH INSTITUTE OF ENGINEERING AND TECHNOLOGY, PRAYAGRAJ(U.P), INDIA

I,THE CHANGE

April 07, 2019



GUEST LECTURE ORGANIZED BY LAB ACADEMIA IN ASSOCIATION WITH RAAH FOUNDATION & KASHI THEATRE ON THE ACCOUNT OF WORLD HEALTH ORGANIZATION

TOTAL QUALITY MANAGEMENT

June 06 2018



INVITED TALK ON "TOTAL QUALITY MANAGEMENT", AT GOVERNMENT (RAJKIYA) ENGINEERING COLLEGE, AZAMGARH, INDIA

GENERAL MANAGEMENT

Nov 22 2017



INVITED TALK ON "GENERAL MANAGEMENT", AT REGIONAL TRAINING INSTITUTE, ALLAHABAD (INDIAN AUDIT & ACCOUNTS DEPARTMENT), INDIA

START-UP, DESIGN INCUBATION & ENTREPRENEURSHIP

Nov 16 2017



INVITED TALK ON "START-UP, DESIGN INCUBATION & ENTREPRENEURSHIP AT GOVERNMENT (RAJKIYA) ENGINEERING COLLEGE, AZAMGARH, INDIA

LEADERSHIP AND CROSS CULTURAL TEAMS

Feb 17 2017



INVITED TALK ON "LEADERSHIP AND CROSS CULTURAL TEAMS" AT GOVERNMENT (RAJKIYA) ENGINEERING COLLEGE, AZAMGARH

LIST OF PUBLICATIONS IN INTERNATIONAL JOURNALS/ CONFERENCE PROCEEDINGS

DIGITAL PROMOTIONAL STRATEGIES FOR MULTI-BRAND RETAIL FASHION STORES IN INDIA Jan 2020



HIMANSHU KUMAR UPADHYAY, DR. PRAGYA SINGH

Published in Journal of Statistics and Management Systems (JSMS), Publisher: Taylor & Francis, ISSN: 0972-0510, Indexing: ESCI(WoS), ABDC, BFI, EZB, CNKI, STMA-Z, Volume 23 Issue 2, Page 215-230, Year 2020

INDUSTRY 4.0: NEW CHALLENGES FOR SKILLS & COMPETENCES OF YOUNG STUDENTS & GRADUATES Nov 2019

DR. PRAGYA SINGH



Full Paper Published in Conference Proceedings in May 2020, Pg. 260-279, Paper titled "Industry 4.0: New Challenges for Skills & Competences of Young Students & Graduates" in National Association of Business, Economics and Technology (NABET) Conference, NOV, 2019 held at State College, Pennsylvania, USA



RELIGIOUS TOURISM: AN AGENDA FOR RESEARCH ON DESTINATION INDIA Nov 2019

DR. PRAGYA SINGH

Abstract Published in 2019 Penn-York conference held at Clarion University of Pennsylvania, USA



MOTIVATION, EXPERIENCE, & SATISFACTION FROM RELIGIOUS EVENT: KUMBH MELA Nov 2019

DR. PRAGYA SINGH

Abstract Published in 2019 Penn-York conference held at Clarion University of Pennsylvania, USA



THE COMPARISON OF EXPOSURE TO INFORMATION SECURITY RISK OF WEB USERS BY ANALYSING THEIR WEB BROWSING HISTORY 2015

DR. PRAGYA SINGH

International Journal Of Advanced Research In Computer Science And Software Engineering, Volume 5, Issue 4, 2015 Issn: 2277 128x Impact Factor: 2.5



DOMINOS PIZZA AND PIZZA HUT IN ALLAHABAD: A COMPARATIVE STUDY 2015

DR. PRAGYA SINGH

International Journal Of Computer Techniques Issn : 2394 -2231, Indexed In Google Scholar Scribd World's Digital Library Directory Of Science Score- 24.64 , Oaji- Index



ANALYSIS OF ANDROID VULNERABILITIES & MODERN EXPLOITATION TECHNIQUES 2014

DR. PRAGYA SINGH

ICTACT Journal On Communication Technology (An International Publication Of Ict Academy Of Tamil Nadu) The Index Copernicus Value (Icv) For Ictact Journals Is 62.08



IMAGE BASED AUTHENTICATION USING STEGANOGRAPHY TECHNIQUE 2013

DR. PRAGYA SINGH

International Journal Of Advanced Research. Vol 4, Issue May-June 2013 Impact Factor: 4.58 Icv Value 63.21

EDUCATION; A NECESSITY OF RURAL DEVELOPMENT 2012

INTERNATIONAL JOURNAL OF ECONOMICS & MANAGERIAL THOUGHTS (REFEREED JOURNAL), ISSN 2229-373

Indexed In Cabell Publishing, Inc., Ulrich's Periodical Directory, Index Copernicus International, Newjour-Electronic Journals And News Letters, Open J-Gate

RISING FOOD PRICES IN INDIA May 2010

INTERNATIONAL REFEREED JOURNAL OF "ANVIKSHIKI", ISSN 0973-9777

Indexed In National Knowledge Resource Consortium

STATUS OF STAKE TRADING IN INDIA DURING PRE-LIBERALIZATION & POST LIBERALIZATION PERIOD 2010

DR. PRAGYA SINGH

Paper Published In International Refereed Journal Of "Anvikshiki", (Issn 0973-9777) On The Topic, "Status Of Stake Trading In India During Pre-Liberalization & Post Liberalization Period

LIST OF PUBLICATIONS IN NATIONAL JOURNALS



URBAN MOBILITY AND TRANSPORTATION CHALLENGES IN ALLAHABAD 2016
DR. PRAGYA SINGH, SUPRIYA MISHRA, APURVA MISHRA
Advances In Economics And Business Management (Aebm) P-Issn: 2394-1545; E-Issn: 2394-1553;
Volume 3, Issue 5; April-June, 2016, Pp. 546-550



IDENTIFYING THE FACTORS AFFECTING THE SUCCESS OF ENERGY DRINKS IN EASTERN 2013
DR. PRAGYA SINGH
Anusilana- A Research Journal Of Department Of Philosophy & Religion (Issn 0973 8962) BHU



ETHICS & MORALITY IN ADVERTISING 2012
DR. PRAGYA SINGH
"Ethics & Morality In Advertising"; Abhivyakti, A Refereed Journal (Issn 0975-8801)



STATUS OF MUTUAL FUND INDUSTRY IN INDIA DURING PRE-LIBERALIZATION & POST LIBERALIZATION PERIOD Jan 2011
DR. PRAGYA SINGH
Paper Published In Refereed Research Journal "Shodh Dhrishti" (Issn 0976-6650) On The Topic "Status Of Mutual Fund Industry In India During Pre-Liberalization & Post Liberalization Period"



BRAND YOURSELF - THE EMPLOYERS WAY 2011
DR. PRAGYA SINGH
PAPER PUBLISHED ON "BRAND YOURSELF - THE EMPLOYERS WAY"; SHODH (ISSN 0970-1745) REGD. NO. 2607/1-V 8522.



ETHICAL SIGNIFICANCE IN MERGERS & ACQUISITIONS 2010
DR. PRAGYA SINGH
PAPER PUBLISHED ON "ETHICAL SIGNIFICANCE IN MERGERS & ACQUISITIONS"; PARMITA (ISSN 00974-6129) VOL 1, APR. -JUN ISSUE 2010. PAGE NO. 87-90.



ENTREPRENEURSHIP DEVELOPMENT THROUGH AGRIBUSINESS MANAGEMENT 2010
MR. SHAILENDRA KUMAR, DR. PRAGYA SINGH
PAPER PUBLISHED ON "ENTREPRENEURSHIP DEVELOPMENT THROUGH AGRIBUSINESS MANAGEMENT", AATMBODH (ISSN 0972-1398), VOL 7, NO.1, SPRING ISSUE 2010.



SONGS OF BLOOD & DEATH 2010
DR. PRAGYA SINGH
REVIEW ON FATIMA BHUTTO'S BOOK "SONGS OF BLOOD & DEATH", PUBLISHED IN AATMBODH (ISSN 0972-1398), VOL 7, NO.2, AUTUMN ISSUE 2010.



CURRENT TRENDS IN MUTUAL FUNDS 2009
DR. PRAGYA SINGH, DR. SHAILENDRA KUMAR
"Current Trends In Mutual Funds", Anusilana- A Refereed Journal, Published By Department Of Philosophy And Religion, Faculty Of Arts, Banaras Hindu University; (ISSN 0974-8762); Vol 21, Year: 5 Page No.- 35-38



MANAGING QUALITY IN TEACHING AND EDUCATION 2009
MR. SHAILENDRA KUMAR, DR. VINEET PANDEY, DR. PRAGYA SINGH
PAPER PUBLISHED ON "MANAGING QUALITY IN TEACHING AND EDUCATION"; JIGYASA, JOURNAL OF SOCIAL SCIENCE & HUMANITIES (ISSN 0974-7648); VOL 2, NO.3, SEPT 2009. PAGE NO.-70-77.



A REFLECTION OF INDIAN WOMEN IN ENTREPRENEURIAL WORLD 2008
DR. PRAGYA SINGH
PAPER PUBLISHED IN NATIONAL JOURNAL OF "AATMBODH", (ISSN 0972-1398) OF (RSMT), U.P.COLLEGE, VARANASI ON THE TOPIC, "A REFLECTION OF INDIAN WOMEN IN ENTREPRENEURIAL WORLD."



CHANGING ECONOMIC SCENARIO OF THE WORLD: A VIEWPOINT 2008
DR. PRAGYA SINGH
PAPER PUBLISHED IN NATIONAL JOURNAL OF "PARMITA", (ISSN 0974-6129), OF VARANASI ON THE TOPIC, "CHANGING ECONOMIC SCENARIO OF THE WORLD: A VIEWPOINT."

LIST OF PUBLICATIONS IN BOOK CHAPTERS



ENHANCING PROFESSIONAL COMMUNICATION THROUGH VIRTUAL LEARNING & BLENDED FORMATS

April 2019

HIMANSHU KUMAR UPADHYAY & DR. PRAGYA SINGH

BHARTI PUBLICATIONS, RECENT ADVANCES IN MANAGEMENT & TECHNOLOGY, ISBN: 978-93-86608-94-9

NEED FOR DEVELOPING INTELLIGENT INTERFACES FOR BIG DATA ANALYTICS IN THE MICROFINANCE INDUSTRY

2018

MR. PURAV PARIKH & DR. PRAGYA SINGH



SPRINGER, ANNUAL CONVENTION OF THE COMPUTER SOCIETY OF INDIA, (EDITED BOOK) ON "BIG DATA ANALYTICS : CONTRIBUTED CHAPTER "NEED FOR DEVELOPING INTELLIGENT INTERFACES FOR BOG DATA ANALYTICS IN THE MICROFINANCE INDUSTRY"

EFFECTIVE CSR PRACTICES OF TOP INDIAN IT COMPANIES

May 2016

MR. SHUBHRANSHU AGARWAL & DR. PRAGYA SINGH

CHAPTER –"EFFECTIVE CSR PRACTICES OF TOP INDIAN IT COMPANIES" **DOMINANT PUBLISHERS**, ISBN: 978-93-84207-19-9

ENTREPRENEURIAL DEVELOPMENT: A CASE STUDY OF INDIAN COSMETIC QUEEN SHAHNAZ HUSAIN

May

2011

DR. PRAGYA SINGH

CONTRIBUTED CHAPTER ON PAGE NO.264-269 ON "ENTREPRENEURIAL DEVELOPMENT: A CASE STUDY OF INDIAN COSMETIC QUEEN SHAHNAZ HUSAIN," IN THE BOOK, "SUCCESS MANTRAS FOR 21ST CENTURY BUSINESS"; EDITED BY DR. AMIT GAUTAM (ISBN: 93-81361-13-4), PUBLISHED BY **EXCEL INDIA PUBLISHERS**

WOMEN EMPOWERMENT

2011

DR. PRAGYA SINGH

(CHAPTER NO. 28) IN THE BOOK, "PERSPECTIVES & ISSUES IN MICROFINANCE: AN INSTRUMRNT OF RURAL DEVELOPMENT "; EDITED BY DR. G.S. RATHORE (ISBN: 819076126-9) , PUBLISHED BY ABC PRESS.

CRM & CEM: TWO FACES OF THE SAME COIN

2010

DR. PRAGYA SINGH

IN THE BOOK, "MODERN MANAGEMENT PRACTICES: ISSUES & CHALLENGES"; EDITED BY DR.S.K. SINGH, DR. ABHIJEET SINGH & DR. VIBHA SINGH (ISBN: 978819107501-4), PUBLISHED BY ERT PUBLICATIONS PVT. LIMITED..

TRAINING PROGRAMME ORGANIZED

AICTE TRAINING AND LEARNING (ATAL) ON EMOTIONAL INTELLIGENCE Sept 13 - 17 2020



As Course Coordinator, conducted 05 Days' FDP sponsored by AICTE Training and Learning (ATAL) on "Emotional Intelligence" in Online Mode from September 13 - 17, 2020 at Indian Institute Of Information Technology, Allahabad, India. The program is webbed around the idea of helping the faculties across the nation to gain some significant skills from some highly qualified and experienced faculty with over 400 participants from all spheres participating and learning the basics of Emotional Intelligence and gaining deeper insights about how to apply emotions successfully in everyday life.

MASS MEDIA INFORMATICS

June 21 - 22 2019



Organizing Committee Member of Two Day Workshop On "Mass Media Informatics", on 21st - 22nd June, 2019 at Indian Institute Of Information Technology, Allahabad, India

COMMUNICATION CONNECT

Oct 27- Oct 28 2017



Organized Two Day Workshop On "Communication Connect", On 27th-28th October, 2017 In Collaboration With Department Of It, At Indian Institute Of Information Technology, Allahabad, India

PRE-EUREKA WORKSHOP

Oct 02 2015



Organized PRE-EUREKA Workshop on 2nd October, 2015 in coordination with E-cell IIT Bombay in Indian Institute of Information Technology, Allahabad.

ORGANIZED GUEST TALKS

2015-16



Organized Guest Talks in Department of Management Studies at Indian Institute of Information Technology, Allahabad (2015-2016).

REFORMS IN MANAGEMENT EDUCATION

Aug 23 - Aug 24 2012



Organized Two Days' National Seminar On "Reforms In Management Education", On 23rd-24th August 2012 At Rajarshi School Of Management & Technology, UP College, Varanasi, India

EDUCATIONAL TOUR

Oct 16 2008



Organized & lead educational tour of MBA batch at JDIMT, Varanasi in October 2008.

QUALITY IMPROVEMENT PROGRAMMES AND FDP



INDIAN INSTITUTE OF TECHNOLOGY, HYDERABAD

Dec 2016

GIAN Course On Social Network Analysis & Theory

Participated In GIAN Course On "Social Network Analysis & Theory", IIT-Hyderabad, INDIA



BANARAS HINDU UNIVERSITY

Oct 2015

Indian Institute Of Technology-BHU, Varanasi, INDIA

Participated In Harmony Workshop Organized By Indian Institute Of Technology-BHU



BANARAS HINDU UNIVERSITY

Feb 2010

Faculty of Management Studies, Varanasi, INDIA

Participated & Presented a paper titled, 'Women Empowerment through Education', in QIP held in FMS, BHU on "Women Studies & Management Education"



BANARAS HINDU UNIVERSITY

Feb 2009

Faculty of Management Studies, Varanasi, INDIA

Participated & Presented a paper titled, 'Risk Management in Mutual Funds', in QIP held in FMS, BHU on "Risk Management in Financial Sector"

**BANARAS HINDU UNIVERSITY**

Dec 2008

Faculty of Management Studies, Varanasi, INDIA

Participated & Presented a paper titled, 'Legislations & Regulations in Derivatives', in QIP held in FMS, BHU on "Financial Derivatives: Contemporary issues"

**BANARAS HINDU UNIVERSITY**

Dec 2008

Faculty of Management Studies, Varanasi, INDIA

Participated & Presented a paper titled, 'Ethics in Advertising', in QIP held in FMS, BHU on "Advertising: The Generic spectrum"

**BANARAS HINDU UNIVERSITY**

Dec 2007

Faculty of Management Studies, Varanasi, INDIA

Participated & Presented a paper titled, 'Impact of FDI in Retail ', in QIP held in FMS, BHU on "Retailing in India: Emerging Dimensions"

**BANARAS HINDU UNIVERSITY**

Nov 2007

Faculty of Management Studies, Varanasi, INDIA

Participated in QIP held in FMS, BHU on Supply Chain Management

**BANARAS HINDU UNIVERSITY**

Sept 2007

Faculty of Management Studies, Varanasi, INDIA

Participated & Presented a paper titled, 'Customer Experience Management ', in QIP held in FMS, BHU, on Customer Experience Management

**MAHATMA GANDHI KASHI VIDYAPITH**

Nov 2006

Institute of Management Studies, Varanasi, INDIA

Participated in Faculty Development workshop on "Emerging Trends in Banking & Insurance sector" organized by ICFAI National College, Varanasi

PROJECTS/RESEARCH WORK DONE**KOTAK SECURITIES LTD.**

May-June 2005



Analysis of Investment pattern of people in Varanasi regarding M/F & Stock trading.

- Project period: 8 weeks
- Company: Kotak Securities Ltd.

BOKARO STEEL PLANT

May-June 2001



Analysis of Inventory turnover of Bokaro Steel Plant.

- Project period: 8 weeks
- Company: SAIL

ADMINISTRATIVE RESPONSIBILITY (2006-2019)



CONVENER OF PROPOSED COURSE ON MEDIA INFORMATICS (MANAGEMENT PART) SINCE 05 DEC, 2019 AT INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, ALLAHABAD



WARDEN SHIP OF GIRLS HOSTEL III FROM JULY 2017 TO OCTOBER 2018



ASSISTANT PROCTOR AT INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, ALLAHABAD, INDIA FROM JULY 2016- NOV 2016.



JOINT SECRETARY OF INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, ALLAHABAD, INDIA FACULTY FORUM FROM JAN 2015- JAN 2017



WARDEN SHIP OF RESEARCH SCHOLARS APARTMENTS FROM JULY 2015- OCTOBER 2016



MEMBER OF DEPARTMENTAL POST GRADUATE COMMITTEE (DPGC) IN MANAGEMENT DEPARTMENT SINCE 2015



MEMBER OF DEPARTMENTAL UNDER GRADUATE COMMITTEE (DUGC) IN MANAGEMENT DEPARTMENT SINCE 2017



MEMBER OF HEALTH CENTRE ADVISORY COMMITTEE FROM OCTOBER 2015- DECEMBER 2016



PANEL EXPERT IN MBA ENTRANCE EXAM (GROUP DISCUSSION) IN 2013, 2014, 2015, 2016 & 2017



COORDINATING AND HANDLING ACADEMIC RESPONSIBILITIES OF MANAGEMENT DEPARTMENT SINCE 2013 TILL PRESENT



PARTICIPATION AS AN ACTIVE MEMBER OF HELP DESK IN SCIENCE CONCLAVE 2012 & 2013, 2014 AT INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, ALLAHABAD.



ACTIVE MEMBER OF DIFFERENT COMMITTEES AT INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, ALLAHABAD, EFFERVESCENCE 2012, 2013 & 2014& CONVOCATION 2012 & 2014



PARTICIPATION IN BLOOD DONATION CAMP IN EFFERVESCENCE 2012 AT INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, ALLAHABAD



MEMBER OF FLYING SQUAD COMMITTEE AT INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, ALLAHABAD IN 2014-15



JUDGE IN DEBATE COMPETITION SPONSORED BY IEEE AT INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, ALLAHABAD IN MARCH 2018



JUDGE IN AISWYC POSTER COMPETITION SPONSORED BY IEEE AT INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, ALLAHABAD IN SEPTEMBER 2017



ACTIVELY PARTICIPATED IN CONSUMER TRADE FAIR ORGANIZED BY SMS, VARANASI IN 2000.



ACTIVELY PARTICIPATED IN KASHI CYBER PUNK- IN 2000 HELD BY SMS, VARANASI.



MEMBER OF ADMISSION COMMITTEE OF THE INSTITUTE (RSMT).CONDUCTED PDP PROGRAM AT RSMT.



LIFETIME MEMBERSHIP OF THE QUARTERLY JOURNAL PARMITA (ISSN 0974-6129).



ANNUAL MEMBERSHIP OF INDIAN SCIENCE CONGRESS 2011(MEMBERSHIP NO.SLM791)



CONVENER OF DISCIPLINARY COMMITTEE & MEMBER OF TRAINING & PLACEMENT CELL AT JDIMT, VARANASI.



ACTED AS RESEARCH PROJECT REVIEW EXPERT OF MBA.



DEVELOPED COURSE CURRICULUM OF CROSS CULTURAL MANAGEMENT AT RSMT.

DONE ORIENTATION VISITS IN DIFFERENT INDUSTRIES TO UNDERSTAND THE PLANT FUNCTIONING IN :

- BOKARO STEEL PLANT, BOKARO SAIL
- PARLE G FACTORY AT RAMNAGAR, VARANASI
- ITC LIMITED, CHANDAULI

EXTERNAL EXPERT IN MBA PROJECT VIVA-VOCE AT UNITED INSTITUTE OF BUSINESS AND EDUCATION, MAY 2011

EXTERNAL EXPERT IN MBA PROJECT VIVA-VOCE AT UNITED INSTITUTE OF BUSINESS AND EDUCATION, MAY 2011

REFERENCES



PROF. ASHUTOSH SINGH

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PROF. S.C. DAS

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scdasbhu@gmail.com, Contact Number: 0542-6701812



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piyer@iisc.ac.in , Contact Number: +91 - 919886102



PROF. P NAGABHUSHAN

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