

CURRICULAM VITAE

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Dr. Shiv Deo Singh
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ACADEMIC QUALIFICATIONS

- Ph.D.** : **Ph.D. in Faculty of Management**
Topic - Credit Management in India with special Reference to Lead Bank Scheme in Bihar Magadh University, Bodh Gaya
Year - 1988
- M.B.A.** : **M.B.A. in Marketing & Export Management**
L. N. Mishra Institute of Eco. Dev. & Social Change, Patna **Year - 1984**
- M.A.** : **M.A. (Economics)**
L. S. College, Bihar University, Muzaffarpur, **Year - 1981**
- ACADEMIC AWARDS** : Gold Medal in M.B.A.
Gold Medal in B.A. (Hons.)
National Merit Scholarship in Honours.

WORKING EXPERIENCE

(i) PRESENT EXPERIENCE

- DESIGNATION** : **Professor & Dean-School of Management Teachings,**
Aryabhata Knowledge University, Patna
- ORGANISATION** : L.N. Mishra Institute of Economic Development & Social Change, Patna.
An autonomous Institute of Govt. of Bihar, Permanently Affiliated to Aryabhata Knowledge University, Patna.
- LEGNTH OF SERVICE** : **37 years +**
- SUBJECTS TOUGHT** : **Imparts Management & Computer Education.**
Specialised course are M.B.A., M.C.A. & M.H.R.M.
(a) Marketing Management
(b) Advertising and sales Promotion
(c) International Business
(d) International Marketing
(e) Marketing Research
(f) Global Management
(g) Cross Cultural Management

(ii) ADMINISTRATIVE EXPERIENCE

In addition to my teaching assignments:

- (i) Worked as **Registrar**
- (ii) **Working as In-charge Classes (Management)** from 16/11/1990 till date.
- (iii) **Working as In-charge Research and Publication** from 2005 to till date.
- (iv) **Worked as In-charge Placement** from 01/09/2010 to 31/08/2011.
- (v) Working as **Member of Purchase Committee, Admissions Committee, Academic Council, Syllabus Review Committee, Examinations Board, Assistant Centre Superintendent, Board of Studies.**
- (vi) **Member of inspection Team for Granting Affiliations**, Magadh University, Bodh Gaya and Aryabhata Knowledge University. Patna.

Ph.D. RESEARCH GUIDANCE:

GUIDED & COMPLETED

- 1. Dr. Alok Kumar Singh** : Guided Research Scholar for award of **Ph.D. in Faculty of Management on "Application of Marketing Concepts in Banking Industry with special Reference to State Bank of India in Patna"**. Under Magadh University. 1992.
- 2. Dr. Kumar Ambika Prakash** : Guided Research Scholar for award of **.Ph.D. in Faculty of Management on "A Study of Marketing Management with special Reference to Bihar State Electronic Development Corporation"**. Under Magadh University. 1992.
- 3. Dr. Pramila Tiwari** : Guided Research Scholar for award of Ph.D. in Faculty of Management on " Credit Deposit Ratio of Public Sdector Banks in Bihar" Under Magadh University. 1994.
- 4. Dr. Manoj Kumar Singh** : Guided Research Scholar for award of **Ph.D. in Faculty of Management on "A Study on Social and Economic Effects of Advertising: A Case Study of Patna District in Bihar"**. Under Magadh University. 1999.

5. **Dr. Chandra Singh** : Guided Research Scholar for award of **Ph.D. in Faculty of Management on "A Study on Rural Energy Management: A Case Study of Bharno Block of Gumla District in Bihar"**. Under Magadh University. 2000.
6. **Dr. B. N. Singh** : Guided Research Scholar for award of **Ph.D. Degree in Faculty of Management on "A Study on Management and Practices of Public Relation with special Reference to State Level Public Enterprise in Bihar"**. Under Magadh University. 2002.
7. **Dr. Neerja Cbaudhary** : Guided Research Scholar for award of **Ph.D. in Faculty of Management on " Study of Personal Policies of Secondary high School Teachers with special reference to Bihar."** Under Magadh University. 2009.
8. **Dr. Priyanka Singh** : Guided Research Scholar for award of **Ph.D. in Faculty of Management on "A Study on Retail Marketing in India with Reference to Malls and Super Markets in Maharashtra"**. Under Magadh University. 2006.
9. **Dr. Saroj Ranjan** : Guided Research Scholar for award of **Ph.D in Faculty of Management on "A Study on Customer Relationship Management with Special Reference to Hero Honda and Bajaj Auto Ltd."** Under Magadh University.
10. **Dr. Ajay Kumar** : Guidied Research Scholar for award of **Ph.D. in Faculty of Management on "A Study on Health Service Marketing in India with special Reference to Bihar."** Under Magadh University. 2010
11. **Dr. Nawab Akram** : Guidied Research Scholar for award of **Ph.D. in Faculty of Management on "A Study on Rural Marketing Strategies of FMCG Products in India with special Reference to Bihar."** Under Magadh University. 2008
12. **Dr. Ashok Kumar** : **A comparative study on insurance service marketing of LIC of India and other selected private Insurance companies in Bihar.**
13. **Dr. Priyanka Kumari** : **Employee Attrition and Globalization : A case study of I. T. Industries.**

14. Dr. Gaurav Lakshmi : Comparative study of public and private banks : A case study of Bihar.
15. Dr. Mauraakshi Singh : " Impact of Employee Performance Appraisal in Running of an organization : A comparative study of diriment Life Insurance Company".
16. Dr. Tanya Kumari : "Talent Management Practices and Retention Strategies of Information Technology Industry in India."
- 17.. Dr. Rakesh Kumar : "A study on Management of Funds by State Bank of India in the state of Bihar, since 2001."
18. Dr. Saurabh Kumar : "Retail Revolution of FMCG companies in Rural India with special reference to Bihar."
19. Dr. Sania Anjum : Impact of job stress in functioning of an organization : A study of Bharat Coking Coal Ltd. Dhanbad, Jharkhand

GUIDING

1. Ms. Vandana Tripathi : Guiding Research Scholar for award of **Ph.D. in Faculty of Management on "A Study on Business Ethics with special Reference to Some Private and Public Sector International Business Organisations"**. Under Magadh University. 2010.

RESEARCH PROJECTS MAJOR/MINOR

- (i) Worked as **Principal Investigator** on Major Research Project "A Survey of Untouchability in Seven Districts of Bihar" sponsored by Govt. of India, 1985.
- (ii) Worked as **Principal Investigator** on Major Research Project "Status and Working Conditions of Management Teachers of Northern Zone Institutions in India" sponsored and funded by AICTE, Govt. of India., 2005.
- (iii) Worked as **Principal Investigator** on Major Project "Modernisation of Computer Centre under MODROB Scheme of AICTE" sponsored and funded by AICTE, Govt. of India, 2007.
- (iv) Worked as **Co- Principal Investigator** on Major Research Project "A Study on Business Ethics with special Reference to Marketing of Selected' Pharmaceutical Companies in Bihar.

- (v) Worked as **Project Director** - Study on Social Impact Assessment of Kishanganj District of Bihar.
- (vi) Worked as **Project Director**- Study on Social Impact Assessment of Saharsa Districts of Bihar
- (vii) Worked as **Project Director** - Study on Social Impact Assessment of Nawada District of Bihar.
- (viii) Worked as **Project Director**- Study on Social Impact Assessment of Buxar Districts of Bihar
- (ix) Worked as **Project Director** - Study on Social Impact Assessment of Rohtas District of Bihar.

TRAINING PROGRAMME CONDUCTED

- (i) Imparted in In-service Training to Postal personnel on Marketing Management.
- (ii) Provided Training to Probationer Dy. S.P. of Govt. of Bihar, 2007

OTHER RELEVANT INFORMATION

1. (A) PARTICIPATION IN REFRESHER COURSES, F.D.P, O.I.PS. & TRAINING PROGRAMME, WORKSHOPS, etc.

- (i) Participated in UGC sponsored Refresher Course in **Human Rights and Gender Studies** from 07-03-2007 to 27-03-2007, organised by Dept of Gandhian Studies under the auspices of the UGC Academic Staff College, Punjab University, Chandigarh and obtained Grade "A".
- (ii) Participated in the **Faculty Development Programme** for the Faculty of Business School sponsored by AICTE and organised by ICFAI University at Hyderabad, 2003.
- (iii) Participated in **Direct Trainers Skill Programme** at Bihar Institute of Public Administration and Rural Development, Walmi Campus, Phulwari Sfariff, Patna, ponsored by Govt. of India, 24- 28 July 2006.
- (iv) Participated in UGC sponsored One Week Workshop on **Human Rights and Gender Inequality"**, held on Oct. 14th -20th, 2011, organised by L. N. Mishra College of Business Management, Muzaffarpur, Bihar.

1. (B) PARTICIPATION IN SEMINARS/CONFERENCES

- (i) Participated in **17th International Marketing Congress sponsored by AICTE**, New Delhi and organised by Institute of Marketing and management, on 23rd-27th Jan. 1990, held at New Delhi.
- (ii) Participated and Presented Paper on **"Customer Delight : A Conceptual Analysis" in Marketing Submit-2000: Excellence Through IT Application** at BIT Mesra, Ranchi, on Sept 15th -16th, 2000.
- (iii) Participated in **National Seminar on WTO Issues and Credit For SSIs** by Small Industries Service Institute, Govt of India, Patna on October 19th, 2003
- (iv) Participated in **National Seminar on Agro and Food Processing by Confederation of Indian Industry**, Bihar State Office, Patna, on March 15th 2003.
- (v) Participated in UGC Sponsored **National Seminar on Empowerment of Women and Globalisation and Presented Paper on "Empowering Women : Promises and Performances"**, organised by Dept. of Economics, R.R.S. College, Mokama, Bihar held at Mokama, 23rd -24th Nov. 2007.
- (vi) Participated in UGC sponsored **National Seminar on Political Participation of Women with special Reference to Rural Women and Presented Paper "Empowering Women of Bihar: A Managerial Perspective"**, organised by Dept. of Political Science, Mahila College, Khagoul, Patna, 8th-9th Feb. 2007
- (vii) Participated in **AIMA-AAMO 34th National Management Convention on "Managing New India"** at Kolkata, 6th-8th September 2007.
- (viii) Participated in **National Workshop on Preparation of Human Development Report of Bihar organised by Department of Planning and Development, Govt. of Bihar & A. N. Sinha Institute of Social Studies, Patna** on July, 2009.
- (ix) Participated in **International Seminar on Women, Work AND Poverty in Bihar, and presented paper on "Impact of Global Financial Crisis on Migratory Women of South Asian Countries;** organised by IHD Eastern Regional Centre, Ranchi and Dept. of Personnel Management, Patna University, Patna on 7-8 Nov. 2009.
- (x) Participated in National Seminar on **"Global Business Scenario : Issues & Challenges"**. And presented paper on **Global Business Scenario : Issues & Challenges**, in SHODH 2009 organised by Lord Krishna Group of Institutions, Gaziabad on 6-7 Dec. 2009.
- (xi) Participated in **Swami Sukhdevanand InterNational Seminar on Role of Information Technology in Shaping World Economy, and Presented Paper on Role of Information Technology in Shaping Indian Economy**, held on Dec. 20-21, 2009, organised by Faculty of Commerce & Research Studies, Swami Shukhdebanad P.G. College, Shahjahanpur.
- (xii) Participated in UGC sponsored **National Seminar on Psycho - Social Consequences of Unemployment in Contemporary India, and Presented Paper on Socio - Psycho Dimension of Unemployment**, held on Sept. 17-18, 2010, organised by Dept. of Psychology, Jay Prakash University, Chapara, Bihar.
- (xiii) Participated in **National Conference on Women Entrepreneurship in India** held on October 22nd- 23rd at Faculty of Management Studies, Banaras Hindu University, Varanasi.
- (xvi) Participated in 2011 **Barcelona European Academic Conference** held on June 6th- 9th 2011, at Barcelona, Spain, and Presented Paper on **"A Study of Consumer Behavior of Elderly Consumers with Special Reference to Green Products"**.

- (xv) Participated in UGC sponsored **National Workshop on "Human Rights and Gender Inequality"** at L.N.Misra College, Muzaffarpur during 14-20th October.2011
- (xvi) participated as a **Judge in the Event- "Business Plan Presentation"** in BIT International onclave in Engineering and Management during 22-23rd February 2013 at BIT Patna.
- (xvii) Participated and presented paper on **"Banking and Social Responsibility" in UGC Sponsored National Seminar** on Private Sector Banking and Indian Economy from 21st-22nd January 2014.
- (xviii) Participated as Judge in **Technical Session on "Business Plan Presentation Competition" in National Student Conclave** held at BIT Patna Campus on 5-6th April 2014.

2. PAPERS PUBLISHED : NEWS PAPERs / RESEARCH JOURNALs / INTERNATIONAL JOURNALS / SOUVENIRs (SEMINAR)/ EDITED BOOKS RESEARCH JOURNAL

- (i) A study of consumer Behaviour of Elderly Consumers with special reference to green products published by International Journal of Management and information systems. ISSN 1546-5748 (Print) ISSN 2157-9628
- (ii) Customers Deception towards green product and green marketing - Published by Turkish on ling journal of quantative Inquiry. Vol. XXII Issue - 10, November 2021, 59205130.
- (iii) Challenges and Changing Concepts for Professional Banking in India, Southern Economist, May 1990.
- (iv) Trade among SAARC Countries: A political- Economic Perspective, Journal of Review of Politics, Vol. V, No.I, January-June 1997, ISSN: 0972-1436. Veer Kunwar Singh University, Ara.
- (v) Challenges and Prospects of Development of Fruit Processing Industries in Bihar, Bihar journal of Marketing, Vol. XI, No. 384, July-December 2003.
- (vi) "Customer Delight : A Conceptual Analysis" in Marketing Submit-2000: Excellence Through IT Application" Proceedings, BIT Mesra, Ranchi, Sept 2000.
- (vii) "Gandhi Ji Ka Gram Swaraj Aur Uski Prasangikta" Saidhantaki, Journal of social Science, August 2009, ISSN 0974-8504.
- (viii) "Retail Sector - a Journey From Unorganized to Organised in Saidhantaki, Journal of Social Science, November 2009, ISSN 0974-8504. Year 2 Vol.4.
- (ix) Gandhi and Global World Economic Order, Matadarsh, Journal of Social Science, Humanities and Commerce, Year 1, No. 2 April 2009, ISSN 0974-9888
- (x) Indian Mall Mania in Matadarsh, Journal of Social Science, Humanities and Commerce, Year 1, No.4, November 2009, ISSN 0974-9888
- (xi) Indian Retail Industry - Opportunities, Challenges and Strategies in Contemporary Management, Journal of Lal Bahadur Shashtri Institute of Management & Development Studies, Lucknow, July-December-2009, ISSN 0974-4002, Vol.3 No.1
- (xii) Global Meltdown And Strategies Of Marketing to Refrain India in Souvenir of National Seminar on Resilience of Indian Corporate In The Phase of Global Meltdown held on April 10th, 2010, organised by Faculty of Management Institute, Sultanpur (UP).
- {xiii) Gender Budgeting in India : Some Retrospection and Future Perspective Vikaramshila Journal of Social Sciences, Vol.-VII No-I January-June 2010, ISSN- 0973-1237
- (xiv) Role of Political Parties in Foreign Direct Investment in India Retail Sector, Review of Politics; Jan-June, 2010, ISSN 0972-1436, Vol. XVIII No. 1

- (xv) Green Marketing: A Paradigm Shift, Review of Politics; Vol.XVIII No.2, July- Dec 2010, ISSN 0972-1436
- (xvi) Costumer Relationship Management Practices for consumer goods; EFFULGENCE- July-December 2010, BI- Annual Management Journal ISSN:0972-8058
- (xvii) Relationship Marketing An Effective Technique to Keep Track of Buying Habits Vidushi (GBAMS) ISSN:0974-6374, Vol-2,No-1, June 2010
- (xviii)Mahila Samakhya : A Movement of Women Empowerment, ATAMABODH, Journal of Rajarshi School of Management & Technology, Vol. VIII No.2 Autumn 2010, ISSN 0972-1398
- (xix) Study on Brand Awareness of Sewing Machines with special Reference to Sultanpur District, EFFULGENCE, Bi- Annual Management Journal from Rukmini Devi Institute of Advance Studies, Delhi, July-December 2011, ISSN 0972-8058, vol-9, No. 2.
- (xx) Healthcare Marketing: A Case Study of Bihar, Journal of Contemporary Indian Polity and Economy, Vol-3, Issue-2, April-June 2013, ISSN 2229- 533X
- (xxi) Relationship Marketing: A Tool for Public Healthcare Service, Saidhantiki, Year 6, Issue 9, April-June 2013, ISSN 0974-8504
- (xxii) Emerging Trends in Rural Marketing of FMCG Companies in India, Journal of Contemporary Indian Polity and Economy, Volume 4, Issue , January-March 2014, ISSN 2229- 533X.

EDITED BOOK

- (i) **Women Entrepreneurs : Problems & Prospects in India**, Published in MACMILAN AdvancedResearch Series from BHU in *edited book* by Prof. Usha Kiran Rai and Dr. Alok Kumar Rai on Women Entrepreneurship Development Issues and Perspectives, ISBN: 023-033-0150-5, ISBN: 9 780230 33150 1
- (ii) **Elimination and Rehabilitation of Child Labour : The Government of Bihar Initiative, Rights of Children and Their Development**, a *edited book* by Dr. D Kumar and Dr. P.K.Tiwary, ISBN: 81-88648-10-8

NEWSPAPER

- (i) **IRDP in Bihar: Achievements and Failures, Special Supplement on Bihar**, The Times of India, Patna, 15th August 1988.
- (ii) **Problems of Industrial Sickness in Small Scale Industries, Special Supplement on Bihar**, The Times of India, 26th January 1989.

SOUVENIR

- (i) **"Empowering Women of Bihar: A Managerial Perspective**, in souvenir published by Dept. of Political Science, Mahila College, Khagoul, Patna, Feb. 2007.
- (ii) **Empowering Women : Promises and Performances**, in souvenir published by Dept. of Economics, R.R.S. College, Mokama, Nov. 2007,

BOOKS PUBLISHED

1. **Status and Working Conditions of Management Teachers in Northern Zone Institutions in India; An Empirical Study**. Publilshed by M/s NOVELTY & Co. Patna. 2009. ISBN: 81-86931902
2. Customer Relationship Management: A Key to Competitive Sustainability, Published by Rashtriya Prakashan Sansthan, Patna. 2013, ISBN-93-81646-37-6

**RESOURCE PERSON/ CHAIR HEADED/ INVITED GUEST SPEAKER/ EXAMINER/
PAPER SETTING**

- (i) **Session Chair Person at the 2011 Barcelona European Academic Conference** held on June 6th-9th, 2011, at Barcelona, Spain.
- (ii) **Resource Person at UGC sponsored One Week Workshop Paper on Human Rights and Gender Inequality**", held on Oct. 14th -20th, 2011, organised by L. N. Mishra College of Business Management, Muzaffarpur, Bihar.

MEMBERSHIP :

- (i) **Former Nominated Member** : **Indian Red Cross Society, Bihar State Branch**
- (ii) **Former Member (Customer Service)** : **LIC of India. (Customer Services)**
- (iii) **Member of Editorial Board** : **Rashtriya Prakashan Sansthan, Patna.**

EXAMINERSHIP:

- (i) Magadh University
- (ii) Patna University
- (iii) B.R.A. Bihar University,
- (iv) Bihar Public Service Commission

PERSONAL DETAILS

- Date of Birth** : **08-01-1959**
- Marital Status** : **Married**
- Nationality** : **Hindu, Indian**
- Father's Name** ; **Late. Shri C. Singh**
- Contact Address** : **L. N. Mishra Institute of Economic Development & Social Change, 1, Bailey Road, Patna- 800 001**
- Local Home** : **"Maya", H. No.- B/153, Birla Colony, Phulwari Sharif, Patna - 801505**
- Address Permanent** : **Vill. & P.O. - Purushottampur
P.S.- Maniyari, Dist.- Muzaffarpur, Bihar.**

Patna : Patna

Date :

(Shiv Deo Singh)