

# AMARPREET SINGH

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## PROFILE SUMMARY

Amarpreet is currently working with Department of Management Studies, Kumaun University Bhimtal Campus as Assistant Professor from 2014 onwards.

## EDUCATIONAL QUALIFICATIONS

- Pursuing Ph.D. (Management) from Kumaun University, Nainital
- MBA (Marketing and HRM) from Kumaun University, Nainital.

## PROFESSIONAL QUALIFICATIONS

- UGC-NET - 2018
- USET -2015
- Oracle 9i Database Administrator Certified Associate (OCA).

## RESEARCH PAPERS / CONFERENCES / PUBLICATIONS

S. No.	PAPER TITLE <u>PRESENTED</u> <u>/PARTICIPATED</u>	Journal / Conference	Year	ISSN / ISBN/DOI	IMPACT FACTOR
1.	<b>PRESENTED</b> ACCEPTANCE AND USAGE OF MOBILE BANKING AMONG UNIVERSITY STUDENTS: AN UTAUT2 APPROACH	<i>8<sup>th</sup> National Conference on Atmanirbhar Bharat: A Vibrant Growth in Indian Economy (March 24-25, 2023)</i>  Organized by Department of Management Studies, The Technological Institute of Textile and Sciences, Bhiwani, India	24-25 March, 2023		
3.	<b>PARTICIPATED</b>	<b>NATIONAL WEBINAR ON</b> "WITNESSING EFFECTS OF COVID-19 ON INDIA IN SOCIO- CULTURAL, CONOMIC AND TECHNOLOGICAL BACKGROUND" Organised by FMS, Kumaun University, Nainital and Himalayan Management and Development Resource Institute (HIMADRI), Rishikesh	24 <sup>th</sup> May 2020		
4.	EXAMINING THE EFFECT OF MARKETING INNOVATION ON GREEN PRODUCT MARKET AGILITY: A STUDY USING PLS – SEM APPROACH	<i>Global Business Review (GBR)</i>  <b>An ABDC, SCOPUS, UGC and ICI Indexed journal. A SAGE Publication</b>	August, 2018	ISSN No 097- 1509 DOI: <a href="https://doi.org/10.1177/0972150918779160">10.1177/ 097215091877 9160</a> UGC Journal No 27951	
5.	COMMUNITY RADIO IN UTTARAKHAND : SCOPE AND CHALLENGES	<b>NATIONAL CONFERENCE on</b> Community Radio in India : Challenges and Possibilities of Information and Knowledge sharing; UOU Haldwani	30 <sup>th</sup> -31 <sup>th</sup> March, 2017		

6.	CONSUMERISM IN THE ERA OF GLOBALISATION : CHALLENGES AND OPPORTUNITIES	<b>NATIONAL SEMINAR</b> on Consumer, Market and Consumer's rights : Issues and challenges Organised By: KU Nainital and IIPA (Indian Institute of Public Administration, New Delhi  MAN, NATURE & SOCIETY, Kumaun University, Department of Political Science <b>UGC APPROVED JOURNAL</b>	11 <sup>th</sup> -12 <sup>th</sup> November 2016	ISSN : 2230-7370	
7.	A CONCEPTUAL FRAMEWORK OF TECHNOLOGY TRANSFER IN CONTEXT OF HOSPITALS, UNIVERSITY AND R&D CENTERS.	Journal of Radix International Educational and Research Consortium	Volume 4, Issue 6 (June, 2015)	ISSN: 2250 – 3994(Online); 2320-1738(Print)	Impact Factor : 4.22

### **FDP PARTICIPATION / DEVELOPMENT PROGRAMS**

<i>S. No.</i>	<i>TITLE</i>	<i>YEAR</i>	<i>VENUE</i>
1.	AICTE SPONSORED <b>FACULTY DEVELOPMENT PROGRAM</b> ON COMPREHENSIVE COURSE ON QUANTATIVE ANALYSIS AND RESEARCH METHODS	05January,2015 – 24January 2015	OMIT, RISHIKESH

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