

“CURRICULUM – VITAE”

NAME : **Dr. ANAND SINGH**
FATHER’S NAME : SHRI RAMA PRASAD SINGH
DATE OF BIRTH : JANUARY, 06 / 1980
PLACE OF BIRTH : REWA (M.P.)
MARITAL STATUS : MARRIED
LANGUAGES KNOWN : HINDI, ENGLISH
CASTE : HINDU [RAJPUT]
CATEGORY : GENERAL
NATIONALITY : INDIAN
ADDRESS-
(1) PERMANENT : “BANKUTHPUR HOUSE NEAR CITY KOTWALI”,
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QUALIFICATION :
(A) ACADEMIC CARRIER :

S.No.	Exam Passed	Board/Univ.	Subject	Division	Year
01	10	Board of Secondary Education, Bhopal	All compulsory subjects	Second	1998
02	10+2	Board of Secondary Education, Bhopal	Physics, Chem. & Math’s	First	2001
03	B.com.	Government TRS Autonomous Collage (APSU), Rewa (M.P.)	Finance	Second	2004

(B) TECHNICAL CARRIER :

S.No.	Exam Passed	Board/Univ.	Subject	Division / % age	Year
01	M.B.A	University Teaching Department, APS University, Rewa (M.P.)	Marketing & Finance	First, 69.05%	2007

(C) Diploma :

S.No.	Exam Passed	Board/Univ.	Subject	GRADE/ %age	Year
01	PGDCA	Maharishi Mahesh Yogi vedic Vishwavidya laya (MP)	All compulsory subjects	64.38	2014

**(D) Doctor of Philosophy: Completed on 14th June 2016 on the topic
“A Study of Effectiveness of Sales Promotion in FMCG Sector with Special Reference TO Food and Beverages”.**

(E) Paper Published :

S.No.	Paper Published/ Presented	Title of paper	Year
1	Published paper in RDA's 19 TH International Conference on Kochi india ISBN No-9209675	Impact of sales promotion Schemes on Effectiveness of consumer preference with regard to food & beverages sector of FMCGs	October 2016
2	Published paper in International Conference on Goa India. C 97881920965999	Impact of sales promotion Schemes on Sources of Information About Promotional Schemes in Food And	February 2017

		Bevegrage	
3	Published paper in Vindhya Bharti, The Research Journal of A.P.S.University, Rewa (MP) issn 0976-9986	A Culture of Fair & Respectful Treatment: Strategic Fashion to Magnify Employee Engagement	December 2022
4	Published paper in National Seminar on Emerging Trends & Challenges in Management in Rewa MP. ISBN:93-82062	Indian Retailing Perspectives' Growth Challenges & Opportunities	September 2015
5	Published paper in International Conference on Latest Concepts in Science, Technology, Management and Humanities Gwalior MP. ISSN 2394-3386	A Study on Consumers Satisfaction towards online Shopping in Small Cities of Madhya Pradesh	August 2017

(G) Paper Presented :

1	Presented paper in National conference on sustainable Economic Development of Tribes with special reference to Madhya Pradesh & Chhattisgarh	Leader skill for Achievement oriented for Entrepreneurship	December , 2012
2	Presented paper in 23 rd UGC Sponsored National Conference on Emerging Trends & Challenges In University, Rewa (M.P.)	Indian Retailing Perspectives' Growth Challenges & Opportunities	March-2012
3	Presented paper in RDA's 19 TH International Conference on Sustainable Growth Innovation & Revolution In the New Millennium Kochi (Kerala)India	Impact of sales promotion Schemes on Effectiveness of consumer preference with regard to food & beverages sector of FMCGs	Nov-2016

4	Presented paper in International Conference on Advancements and Challenges in Social Science & Business Management- Interdisciplinary Research and Practice	Impact of sales promotion Schemes on Sources of Information About Promotional Schemes in Food And Beverage	Novemeber 2017
5	Presented paper in International Conference on Indigenous and Religious Tourism in South And East Asia: Opportunities and Challenges	Market Potential of Tourism Industry in Mp With reference to pilgrimage center with state	January 2019
6	Presented paper in International Conference on Recent Advances in Engineering Science and Management (ICRAESM)	A Combined Approach Based on Fuzzy Methods and support vector Machine For Detection of Brain Tumor	August, 2017
7	International Conference on Latest Concepts in Science, Technology, Management and Humanities	A Study on Consumers Satisfaction towards online Shopping in Small Cities of Madhya Pradesh	December 2017
8.	International Conference on Recent Advances in Engineering Science and Management	Impact of Sales Promotion on Consumer Behavior in Brand Switching in Food & Beverage	August 2017

(H) Research Summary :

1	FDP on Global Business Foundation Skill a corporate Social Responsibility Initiative conducted by Infosys BPM LTD from 18 th October to 29 th 2021	Infosys Bpm Delhi.
2	National Work Shop on Research & Teaching Methodology 1 step to 7	T.R.S (Autonomous) Darbar College Rewa mp

	step 2016	
3	Work shop on Research methodology & Statistical Softers	A.P.S.U Rewa MP

(I) WORKSHOP ATTENDED :

1. 10- days Research methodology course for Ph.D Scholars and young teachers in social sciences sponsored by ICSSR, New Delhi At School Of Studies In Economics, Vikram University, Ujjain from December 6-15, 2013.
2. 3-days Research Methodology and statistical soft-wares organized by Department Of Business Administration, A.P.S.University, Rewa from December 18-20, 2013.
3. 1-days workshop on SPSS 25 jointly organized by Department Of Computer Application and Department of Business Administration, A.P.S.University, Rewa on August 2, 2018.

RESEARCH EXPERIENCE :

Guided two students of M-Phill in their dissertation related to the finance from 2014-2015 and the topics are:

1. A study on financial derivatives (futures and options) with special reference to ICICI and SBI
2. An analytical study of cash management system at SBI

WORKING EXPERIENCE :

TOTAL LENGTH OF EXPERIENCE : 15 Years, and 05 months

S. No	Institution/ Organization	Designation	Period	Monthly Salary	Appointing Authority
01	Department of Business Administration, UTD of APS University, Rewa (M.P.)	Guest Lecturer	9 th Nov. 2009 to till date Contd.	Approx. Rs. 20000/- to Rs. 30000/-	Vice Chancellor, APSU, Rewa (M.P.)

TYPE OF WORK IN ABOVE SAID INSTITUTIONS :

- ✚ As working in APS University, MBA Department in the designation Guest Lecturer teaching to the student of M-Phill, and BBA; distance learning course (PGDMM)
- ✚ Preparation of syllabus of various training programme, CBCS syllabus of BBA Programme.
- ✚ Preparation of Examination papers for the student.
- ✚ Helping students in their research proposals.
- ✚ Also Supporting in various administrative work

O.S. KNOWN : MS-DOS & Windows.

COMPUTER LANGUAGES & PACKAGES KNOWN :

PACKAGES : MS Office (MS Word, MS Excel, MS Power Point)
DTP Tools (Page Maker, Corel Draw, Instant Artist, Card Shop), etc.

AREA OF INTEREST :

- ✚ Marketing & Finance.
- ✚ Teaching and education

DECLARATION :

I here by solemnly declare that all the information's are correct to the best of my knowledge and belief.

Date:/...../.....

Place:.....

(Anand Singh)