

Dr. Gursimranjit Singh
Post-Doctoral Fellow
Indian Institute of Management,
Amritsar, Punjab, India.

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Education

- ❖ **Ph. D. (2019)** in Management. **I. K. Gujral Punjab Technical University**, Jalandhar, India.
Thesis Title “Impact of Social Media on Consumer Brand Metrics: An Analysis of the Mediating Effects in Context to Smart phones”
- ❖ **M.B.A (Marketing and HR)**, **CGC Landran**, Mohali, India (2014)
- ❖ **M.A (Public Administration)**, **DAV College**, Chandigarh, India (2012)
- ❖ **PGDMC**, **Panjab University**, Chandigarh, India (2010)
- ❖ **B.A**, **DAV College**, Chandigarh, India (2009)

Work Experience

- ❖ July 2023-Present: Post-Doctoral Fellow, Indian Institute of Management, Amritsar, Punjab, India
- ❖ August 2022-July 2023: Assistant Professor, Dr. B. R. Ambedkar National Institute of Technology Jalandhar, India.
- ❖ July 2019-August 2022: Assistant Professor-Lovely Professional University, Phagwara, Punjab, India.
- ❖ April 2016 – June 2019: Senior Research Fellow– UGC, Amritsar College of Engineering & Technology, Amritsar, I. K. Gujral Punjab Technical University, Jalandhar, India.
- ❖ July 2015 – March 2016: Assistant Professor in CKD Institute of Management and Technology, Amritsar.
- ❖ November 2014 – July 2015: Senior Relationship Manager in ICICI Securities, Amritsar.
- ❖ October 2014 – November 2014: Assistant Professor in CKD Institute of Management and Technology, Amritsar. (Leave vacancy)

Teaching Interests

Essentials of Marketing, Research Methodology, Business Analytics, Digital Marketing, International Marketing, Social Media Marketing, International Business, Rural Marketing.

Research Interests

Social Media Marketing; Marketing Communication, Technology Adoption, E-commerce; Consumer-Brand Metrics; Digital Marketing; Phygital Retail.

Publications in Journals

1. Sheetal, Narang, Davinder, **Singh, Gursimranjit** (2023) “A conceptual reappraisal of risks in implementation of BRI after COVID-19: Best Strategies to learn for CMNEs in BRI projects”. *Thunderbird International Business Review*, (SCOPUS INDEXED) (ABDC-B)
2. Gulati, Shabnam, **Singh, Gursimranjit**, Kumar, Arvind (2023). “Interceding of repurchase intention between e-loyalty and word of mouth advocacy: a study of behavioural consequences and antecedents of e-loyalty”. *Int. J. of Electronic Business* (SCOPUS INDEXED).
3. Gulati, Shabnam, Jasrai, Lokesh, **Singh, Gursimranjit** (2023) “Examining the antecedents and consequences of e-Loyalty in the context to apparel among female shoppers in India”. *International Journal of Sustainable Society*. Vol 15(1), 61-74 (SCOPUS INDEXED)
4. **Singh, Gursimranjit**, Singh Maninder (2022) “The Mediating Effect of Perceived Usefulness and Brand Attitude in relationship between Consumer-Brand Metrics”. *Int. Journal of business innovation and research*. Volume 27, Issue 1. Pages 61-75. (ISSN No. 17510260)DOI:10.1504/IJBIR.2020.10030850 (SCOPUS INDEXED) (ABDC-C)
5. Sheetal, Tyagi, Rimzim, **Singh, Gursimranjit**, (2022) “Gamification and Customer Experience in Online Retail: A Qualitative Study Focusing on Ethical Perspective”, *Asian Journal of Business Ethics*. DOI <https://doi.org/10.1007/s13520-022-00162-1> (SCOPUS INDEXED) (ABDC-C)
6. **Singh, Gursimranjit**, Kumar, Arvind (2022)“ Impact of Firm Created, and User generated Social Media Communications on Consumer-Brand Metrics of Smartphones during COVID-19”.*Journal of Content, Community & Communication*, 15(8), pp. 147–162. DOI 10.31620/JCCC.06.22/11 (SCOPUS INDEXED)
7. Jaggi, Shamily, Nim, Dheeraj **Singh, Gursimranjit** (2022) “Role of Brand Experience, Brand Trust and Brand Love in Assessing Brand Loyalty: A Study of Fashion Jewellery Brands among Women” *Int. J. of Internet Marketing and Advertising*, 17(1-2), 200-216. DOI <https://doi.org/10.1504/IJIMA.2022.125147> (SCOPUS INDEXED) (ABDC-C)
8. **Singh, Gursimranjit**, Singh, Maninder (2018). Social Media Ambiance can make strong case for consumer Brand purchase behavior, *International Journal of Online Marketing*. IJOM: Volume 8, Issue 4, Article 3. Pages 38-48. (ISSN No. 2156-1753) DOI:10.4018/IJOM.2018100103 (WOS INDEXED)

9. **Singh, Gursimranjit**, Singh, Maninder and Singh, Priyanka (2017) Social Media Marketing: The New Revolution in Business Engagement. *Journal of Marketing Vistas*. Volume 7, No 2, pp. 29-40. (ISSN No. 2249-9067)
10. **Singh, Gursimranjit**, Singh, Maninder. (2017): Branding with Social Media Investigating linkages between Social media content, Brand Awareness, Brand Image, Brand Attitude and Purchase Intention. *TRANS Asian Journal of Marketing & Management Research (TAJMMR)*, 6(11), 26-35. (ISSN No. 2279-0667)
11. **Singh, Gursimranjit**, Singh, Maninder and Singh, Priyanka (2016). Role of Social Media in Influencing Attitude and Purchase Intention: A Case for M-Commerce Services. *International Journal of Science, Technology and Management*, 5 (10). (ISSN No. 2394-1537)
12. Kaur, Hansdeep, Sandhu, Vikram, **Singh, Gursimranjit**, (2017). Marketing of Agricultural Produce: Exploring a unique solution to agriculture crisis in Punjab. *International Journal of Science, Engineering and Management (IJSEM)* Vol 2, Issue 10. (ISSN No. 2456 -1304)
13. Singh, Sukhpreet, Kaur, Gurminder and **Singh, Gursimranjit** (2016). Dark Tourism in India-Introduction, Places of interest, Challenges and Strategies to overcome them. *Imperial Journal of Interdisciplinary Research*. 2 (9). (ISSN No. 2454-1362).
14. **Singh, Gursimranjit** and Singh, Jaideep and Kaur, Gurpreet (2017). Responsibility of Corporate towards society: A comprehensive survey. *Journal of Arts, Science & Commerce*, 3 (4). (ISSN No. 2231-4172)

Working Papers

1. Syan, Amanjot, Raj, Rishi, **Singh, Gursimranjit**. It Just Feels Good: Unpacking the tales of Religiosity, Intimacy, Trust, and E-Religious Donations in payments bank adoption.
2. **Gursimranjit Singh**, Jasmeet Kaur, Arvind Kumar. Synchronization of Brand Coolness with Sustainability and its impact on Intention to Purchase: Meaningful Insights for Clothing Brands from Rendezvous with Experts and Sustainable Shoppers.

Book Chapter

1. Kaur, Jasmeet, **Singh, Gursimranjit** (2021) "Cool branding for Indian Sustainable Fashion Brands" book titled, "Social and Sustainability Marketing: A Casebook for Reaching Your Socially Responsible Consumers through Marketing Science" with Taylor & Francis (ISBN 9781003188186). (SCOPUS INDEXED)

2. Jaggi Shamily ,**Singh, Gursimranjit**, Sheetal (2022) “The Paradox of Luxury in Digitalization” Handbook of Research on the Platform Economy and Evaluation of E-commerce. IGI Global. DOI: 10.4018/978-1-7998-7545-1.
3. **Singh Gursimranjit**, Syan Amanjot, Chawla Sonia, Narula Shabnam, Jaggi Shamily (2023) “Deepening Knowledge of Digitalization and Sustainability of Education: An Overview of Challenges and Solutions” In Digital Analytics Applications for Sustainable Training and Education. *Apple Academic Press in collaboration with CRC, Taylor and Francis Group.*(ISBN: 9781774915943)
4. Kumar, P., & **Singh, Gursimranjit**. (2020). Using Social Media and Digital Marketing Tools and Techniques for Developing Brand Equity with Connected Consumers. In *Handbook of Research on Innovations in Technology and Marketing for the Connected Consumer* (pp. 336-355). IGI Global. (ISBN: 9781799801313) **DOI: 10.4018/978-1-7998-0131-3.ch016**
5. **Singh, Gursimranjit**, Sheetal, Kaur, K. (2020) Probing into the Journey of Appreciative Inquiry towards Organizational Development: Challenges and Solution. In *Appreciative Inquiry Approaches to Organizational Transformation*, IGI Global. (ISBN13: 9781522596752) **DOI: 10.4018/978-1-5225-9675-2.ch014**
6. Singh, Priyanka, **Singh, Gursimranjit**, Singh, Maninder (2019). "Let's Get Phygital: M-commerce as a Crusader for “Phygital” Retail". In M Commerce: Experiencing the Phygital Retail published by *Apple Academic Press in collaboration with CRC, Taylor and Francis Group*. (ISBN: 9781771887144) **DOI: <https://doi.org/10.1201/9780429487736>**
7. **Singh, Gursimranjit**, Priyanka Singh, and Maninder Singh. (2018) "Thinking Globally, Leading Locally: Defining Leadership in Diverse Workforce." *Management Techniques for a Diverse and Cross-Cultural Workforce*. IGI Global, 2018. 98-115. (ISBN: 9781522549338) **DOI: 10.4018/978-1-5225-4933-8.ch006 (SCOPUS INDEXED)**

Edited Book

1. **Singh, Gursimranjit**, Kaur, Komalpreet, Syan, Amanjot (2022) “Revisioning and Reconstructing Paradigms and Advances in Industry 5.0”. Kolkatapress Publisher. ISBN 978-8195593378.
2. Dadwal, S.S.; Kumar, P.; Verma, R.; **Singh, G** (2023). Opportunities and Challenges of Business 5.0 in Emerging Markets. Edited a book with IGI Global Publishers. Expected March 2023. (SCOPUS INDEXED)
3. Dadwal, S.S.; Kumar, P.; Verma, R.; **Singh, G (Upcoming)**. Drivers of SME Growth and Sustainability in Emerging Markets, IGI Global Publishers

Paper Presented and Published in the Conference Proceedings

1. Sheetal, Narang, Daviender, **Singh, Gursimranjit** “Radical Reappraisal of Implementation and Internationalization of BRI After COVID-19: Best Strategies To Learn for MNEs in BRI Participation”. Academy of International Business. Michigan State University, USA (2021)
2. **Singh, Gursimranjit**, Kaur, Jasmeet (2020). Rethinking future of Indian sustainable fashion brands post covid-19, Rethinking Business Designing Strategies in the age of Disruptions, LPU (19 December, 2020).
3. **Singh, Gursimranjit**, Singh, Maninder and Singh, Priyanka (2017). Assessing the Impact of social media marketing: Exploring relationship between Social media and purchase Intention, 5th PAN IIM World Management Conference held at IIM Lucknow (14-16 December, 2017)
4. **Singh, Gursimranjit**, Singh, Maninder and Singh, Maninder (2017). Role of Social media marketing in Indian Business Retail: Current Research and Implications, NASMEI Marketing Conference held at The Great Lakes, Chennai (December 22-24, 2017).
5. Singh, Priyanka, Singh, Maninder and **Singh, Gursimranjit** (2017). The Multidimensional Nature of Social Environment and its Impact on Customer Shopping Experience and Impulse Buying ,NASMEI Marketing Conference held at The Great Lakes,Chennai(December22-24,2017)
6. **Singh, Gursimranjit**, Singh, Maninder and Singh, Priyanka (2017). Marketing on the Move: Role of social media in influencing consumer Brand Purchase Behaviour presented at 2017 IIM Indore-NASMEI Summer Marketing Conference held at IIM Indore (July 27-29, 2017) (ISBN: 978-1-78635-416-7)
7. **Singh, Gursimranjit**, Singh, Maninder and Singh, Priyanka. Role of Social Media in Contemporary Markets: Examining the Impact Of social media on consumer Brand Purchase Behavior. presented at 2017 IIM Indore-NASMEI Summer Marketing Conference held at IIM Indore (July 27-29, 2017) (ISBN: 978-1-78635-416-7)
8. **Singh, Gursimranjit**, Singh, Maninder and Singh, Priyanka (2016). Social Media Marketing: The New Revolution in Business Engagement. *MARCON 2016: International Marketing Conference: Engagement in the Era of e-Marketing*, IIM, Calcutta (December 22-24, 2016) (ISBN : 978 93 80813 52 3)
9. **Singh, Gursimranjit**, Singh, Maninder and Singh, Priyanka (2016). Role of Social Media in Influencing Attitude and Purchase Intention: A Case for M-Commerce Services. *Proceedings of 2nd International Conference on “Latest Innovations in Science, Engineering and Management”* held at The International Centre, Goa. (Oct 9, 2016) ISBN: 978-93-86171-09-2
10. Kaur, Hansdeep, Sandu, Vikram, **Singh, Gursimranjit** (2017). Marketing of Agricultural Produce: Exploring a unique solution to agriculture crisis in Punjab, held at Chandigarh

South Asian Institute for Research and publication, International conference on sustainable environment and agriculture. (Oct 22, 2017)

11. **Singh, Gursimranjit** and Singh, Jaideep (2016). A Qualitative Survey of E-Commerce and Online Business Practices in India. (ISBN:978-93-85000-54-6)
12. Kaur, Gurpreet, Singh, Jaideep and **Singh, Gursimranjit** (2016). A Survey of E-Commerce Application, Models and Technologies (ISBN:978-93-5254-976-4)

International Conferences Attended

1. Academy of International Business. Michigan State University, USA (2021)
2. Designing Strategies in the age of Disruptions held at Lovely Professional University, Phagwara, Punjab (19 December, 2020)
3. Management Conclave 2019: Business Agility in Volatile Times held at Lovely Professional University, Phagwara, Punjab. (7-8 November, 2019)
4. NASMEI Marketing Conference held at The Great Lakes , Chennai (December 22-24, 2017)
5. 5th PAN IIM World Management Conference held at IIM Lucknow (14-16 December, 2017)
6. South Asian Institute for Research and publication, International conference on sustainable environment and agriculture. (Oct 22, 2017)
7. IIM Indore-NASMEI Summer Marketing Conference held at IIM Indore (July 27-29, 2017)
8. South Asian Institute for Research and publication, International conference on sustainable environment and agriculture. (Oct 22, 2017)
9. MARCON 2016: International Marketing Conference: Engagement in the Era of e-Marketing, IIM, Calcutta (December 22-24, 2016)
10. 2nd International Conference on “Latest Innovations in Science, Engineering and Management” held at The International Centre, Goa. (Oct 9, 2016)

National Conferences Attended

1. 3rd DAV National Congress On Science , Technology ,Engineering , Humanities And Management (STEHM-2016) Organized by DAV Institute Of Engineering and Technology , Jalandhar (May 20-21,2016)
2. National conference on Exploring Future Frontiers for a Comprehensive National Building –A search for New Indian Era Organized by MM Institute of Management, Mullana (Feb 26-27,2016)

Resource Person

1. Resource person in a two-day workshop on **“Research Methodology: Data Analysis using SPSS”** at Amritsar College of Engineering and Technology, Amritsar from April 1-2, 2019.
2. Resource person in one day workshop on **“Data Analysis using SPSS”** at Amritsar College of Engineering and Technology, Amritsar using zoom platform on 18th May, 2020.
3. Resource person in 7 days Workshop on Research Methodology and Data analysis (AMOS and Smart-PLS) at Lovely Professional University, Punjab on April 25, 2022 to May 02, 2022.
4. Guest Speaker during **Faculty Development Program** on Entrepreneurship Development held from 16th December 2019 to 4th January 2020, organized by LPU in collaboration with Entrepreneurship Development Institute of India under NSTEED Division, DST Government of India.
5. Resource person in 9 days Workshop on Workshop on Data Analysis Using SPSS for Social Sciences at Lovely Professional University, Punjab on June 6, 2022 to June 14, 2022.
6. Resource person in 8 days Workshop on Advanced Data Analysis Using SPSS for Social Sciences at Lovely Professional University, Punjab on August 22, 2022 to August 30, 2022.

Guest Editor

1. International Journal of Information Systems and Supply Chain Management (Scopus)
2. The Empirical Economic Letters (ABDC – C)
3. IGI Global publisher book on Opportunities and Challenges of Business 5.0 in Emerging Markets

Ad-Hoc Reviewer

1. International Journal of Online Marketing, IGI, Global.
2. Journal of Research in Interactive Marketing.
3. South Asian Journal of Business Studies.

Workshop Attended

1. Attended Faculty Enrichment Program on Statistical Techniques Using STATA at Khalsa College, Amritsar on 25th march 2019.
2. Attended 5 days IIMA Doctoral Summer School in Quantitative Track conducted at IIM, Ahmedabad, from April 1, 2018 to April 5, 2018.
3. Attended 3 days doctoral student workshop on research methods from December 19-21, 2017 at Great Lakes Institute of Management, Chennai.
4. Participated in pre-conference workshop on “Networking with NASMEI” at IIM Indore (July 2017).

5. 7-Day National Workshop on Structural Equation Modeling organized by University School of Applied Management, Punjabi University, Patiala (February 11-17, 2017)

Paper presented in Seminar

1. **Singh, Gursimranjit** and Singh, Maninder (2018). “Role of corporate towards society from maximizing business return to corporate social responsibility” in UGC-SAP sponsored 2nd National Seminar on Social responsibility in practice with reference to business in India at UBS, G.N.D.U Amritsar.(March 21st,2018)
2. **Singh, Gursimranjit** and Singh, Maninder (2017). Issues and Challenges for corporate investment in India. UGC National Seminar on Changing Policy Regime and Sectoral Performance of India. G.N.D.U Amritsar (March 17-18, 2017).
3. **Singh, Gursimranjit**, Singh, Maninder and Singh, Priyanka (2017). The Road Ahead: Role of Demonetization and Digitization in Promoting Cashless Economy. ICSSR Sponsored National Seminar on Social Sector Development through Social Inclusion. Khalsa college Amritsar (March 18, 2017).
4. Participated in UGC Sponsored National Seminar on Issues in Development and Governance of Social Sector in India. G.N.D.U Amritsar (February 24-25, 2017).
5. Participated in one day seminar on Intellectual Property Rights organized by IKG PTU, Kapurthala (May 16, 2017).

MOOC’s –Online Certifications (Coursera.org)

1. Qualitative Research Methods offered by University of Amsterdam, Netherlands.
2. An Introduction to Consumer Neuroscience & Neuromarketing offered by Copenhagen Business School, Denmark.
3. Marketing Analytics offered by University of Virginia, USA.
4. Brand Management: Aligning Business, Brand and Behaviour offered by University of London and London Business School, England.
5. Marketing in a Digital World offered by University of Illinois at Urbana-Champaign, USA.

Webinar Attended

1. Participated in webinar by Dr. Seema Gupta, IIM Bangalore on Role of Digital Marketing in Complete Lockdown - McGraw Hill (30th April, 2020).
2. Participated in webinar by Dr. Himanshu Rai, Director – IIM Indore on Leadership in Times of Crisis- McGraw Hill (7th May, 2020).
3. Participated in webinar by Saurabh Chandra, BITS & IIM-A Alumnus and Industry Expert on Impact of pandemic on entrepreneurship in India - McGraw Hill (14th May, 2020).

4. Online Webinar on "National Education Policy 2020: Challenges in Higher & Technical Education in Punjab". (15 December, 2020)

Achievements

1. Became Life Insurance Champion at ICICI Securities in month of May 2015.
2. Got certificate of appreciation from ICICI Securities in product category –LI Jan-Feb 2015.
3. Cleared IRDA and NISM examination.
4. First runner up in debate competition held in CGC Landran, Mohali, MEGA fest“Parivartan 2012“.
5. Participated in Business Quiz organized by business standards at CGC Landran, Mohali.
6. Played all INDIA Red bull cricket tournament in Mumbai.
7. Represented DAV College Chandigarh in Panjab University intercollegiate cricket tournament & secured 2nd position.
8. Represented Solan district under 17 with man of the series, under 19 and seniors in cricket.
9. Played CBSE zonal Badminton tournament.
10. Won declamation contest conducted by Lays Company for three consecutive years.
11. Green one belt holder accorded by taekwondo federation of India under the authority of world taekwondo ferderation, Seoul,Korea
12. Represented NCC in 11th district taekwondo championship in Fin-junior weight category.
13. Got first position in folk song competition on oral health for a healthy life organized by Punjab dental council, Chandigarh
14. Got first prize in all –India camel colour contest.

Biographic

Name	: Dr. Gursimranjit Singh
Father's Name	: Late. Raghbir Singh Chahal
Mother's Name	: Jasbir Kaur
Date of Birth	: December12, 1987
Gender	: Male
Marital Status	: Married
Nationality	: Indian
Languages Known	: English, Hindi and Punjabi (Read, Write and Speak)
Permanent Address	: H.No.54, Gali No.3, Urban Abadi, Model Town, Amritsar, Punjab, India

I hereby declare that the above information is true to the best of my knowledge.

Dr. GURSIMRANJIT SINGH

Online References:-

Research gate profile Link: - https://www.researchgate.net/profile/Gursimranjit_Singh

LinkedIn Profile Link: - <https://www.linkedin.com/in/dr-gursimranjit-singh-ba8043134/>