

RESUME OF PROFESSOR (Dr.) BHAGWAN SINGH



Prof. (Dr.) Bhagwan Singh is Professor & Dean, School of Management Sciences (SMS) and Head, Department of Business Administration (DBA), SMS, Central University of Jharkhand (CUJ), Ranchi - 835205, BHARAT. Under this School of Management Sciences (SMS), Two departments are there named “Department of Business Administration (DBA)” And “Department of Commerce & Financial Studies”. He joined as Professor in CUJ on 12th March 2020.

Formerly he was the Founder Dean, School of Commerce & Management Studies (SCMS), Central University of Himachal Pradesh (CUHP). Under this School two Departments: Himachal Pradesh Kendriya Vishwavidyalaya Business School (HPKVBS) and Department of Commerce (DoC) and One Centre “Centre for Entrepreneurship” was present. He was also Head of Department (HoD), Dept. of Marketing & Supply Chain Management (MSCM), SBMS, CUHP for two terms.

Prof. Singh was ex-officio Chairman of the School Board of the SCMS and Ex-officio members for the other departments/Centres within the SCMS. He was also the **member of the Executive & Academic Council** of CUHP and also Coordinator of MOOCs Prakoshtha of CUHP. He is also State Student Coordinator (SSC) of Himachal Pradesh, CSI (2019-2020). He has also been Former Chairman & Vice Chairman, Computer Society of India (CSI), Varanasi Chapter, Region – I. He has been Guest Editor in April 2019 CSI Communication and has book reviews, papers in various Volumes of CSI Communication, to his credit.

He has introduced *CRISP* Model for Research/Thesis/Project (RTP) presentation which is flourishing and being welcomed & adopted by Central/Regional/State Universities and reputed esteemed Colleges/Organization/ Government of India.

Prof. Singh graduated in Commerce (B. Com) from the University of Allahabad, Allahabad and has his Master’s in Business Administration (MBA) from Chhatrapati Sahuji Maharaj University (CSMU), Kanpur, U. P. His doctoral degree (Ph D) is awarded from VBS Puravanchal University, Jaunpur, U. P., under the guidance of Professor (Dr.) G. S. Rathore, Former Principal of Udai Pratap Autonomous College, Varanasi, U. P. who was also Former Dean & Head, Faculty of Commerce and COE in the same college.

His research interest and work areas are Marketing, advertising and Information Technology. His core thrust areas are Web-based Advertising (WBA), Green Marketing, Entrepreneurship; Mobile based Marketing (MBM), Internet Based Marketing (IBM), Drone delivery services and the like. To his audit, he has written more than 51 articles/papers in the knowledge national and international journals/magazines and edited books. **He has also authored TWO books namely: “Web based Advertising: A tool of Digital & Internet Based Marketing” and “Internet Based Marketing: Trends, Issues & Challenges for Digital Marketing & Web Based Advertising.”**

He is an adept speaker and reflects on both academic and social issues. He has been invited to Chair management sessions in seminars, conferences and as a resource person in marvel shops and in science department programs. He has organized faculty department program (FDP) as Capacity Building Program (CBPF) by ICSSR.

He has been acknowledged as a great teacher, academician and a researcher. His four students have achieved the Doctoral Award in the domains of Net Banking, Green Marketing and Mobile Marketing and his Fifth Research Scholar has submitted the thesis on Online Education in Bihar. Three more research scholars are working under him in Central University of Jharkhand (CUJ) on latest topics like Drones, OTT & AI.

Prof. (Dr.) Bhagwan Singh,

**Professor of Management,
Dean, School of Management Sciences (SMS), and
Head, Department of Business Administration (DBA),**

**And Former Chief Placement Officer (CPO) & Former Finance Officer (In-charge) of
Central University of Jharkhand (CUJ),
Ranchi - 835205,
BHARAT**

Formerly:

**Founder Dean,
School of Commerce & Management Studies (SCMS),
Central University of Himachal Pradesh [CUHP],
Dharamshala, District: Kangra,
Himachal Pradesh - 176215**

**Former Head of Department (HoD),
Marketing & Supply Chain Management (M&SCM),
School of Business & Management Studies (SBMS), CUHP**

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ORCID : <https://orcid.org/0000-0002-6377-0948>

22 Years + of Teaching Experience in Institutes & Organizations:

Current Organization	Designation	Duration	Job Profile
Central University of Jharkhand (CUJ), Ranchi	Dean, School of Management Studies (SMS), Central University of Jharkhand (CUJ)	12 th November 2020 till date	Academics & Administration
Central University of Jharkhand (CUJ), Ranchi	Head, Department of Business Administration (DBA), School of Management Studies (SMS), Central University of Jharkhand (CUJ)	6 th January, 2021 till Date (Appointed on 22 nd Dec 2020)	Academics & Administration

Central University of Jharkhand (CUJ), Ranchi	Finance Officer – In charge (FO I/c)	8 th June 2020 to 12 th Nov 2020	University Financial Administration
Central University of Jharkhand (CUJ), Ranchi	Joined as Professor of Management in DBA, SMS, CUJ	12 th March 2020 onwards till date	Academics
Immediate Previous Organization	Designation	Duration	Job Profile
Central University of Himachal Pradesh (CUHP), Dharamshala, H.P.	Founder Dean, School of Commerce & Management Studies (SCMS), CUHP	14 th May 2019	Academics & Administration
Central University of Himachal Pradesh (CUHP), Dharamshala, H.P.	Head of Department (HoD), Department of Marketing & Supply Chain (M&SCM), School of Business & Management Studies (SBMS), CUHP	25 th February 2013 to 20 th May 2019.	Academics & Administration
Central University of Himachal Pradesh, (CUHP), Dharamshala, H.P.	Joined as Associate Professor in Department of Marketing & Supply Chain, School of Business & Management Studies, CUHP	19 th March 2012 to 11 th March 2020	Academics

Confidential Assignments / Jobs:

- Chairman / Member of Various Confidential Committees of Central Universities / State Universities and Government offices.

Duties & Responsibilities as Administrator & Policy Maker:

- Academic Council (AC) Member, Central University of Jharkhand (CUJ), Ranchi
- Chairperson, MBA Ordinance / Regulation Drafting Committee, Jharkhand University of Technology (JUT), Ranchi
- Member BoG (Board of Governors) Incubation "EKJUT" Technology Business Incubator, JUT, Ranchi

- Chairman, Inspection Committee for Approval of MBA/Hotel Management Courses to Colleges/Institutions affiliated to JUT, Ranchi.
- Former Chief Placement Officer (CPO), Central University of Jharkhand (CUJ)
- Former Finance Officer (FO I/c), Central University of Jharkhand (CUJ)
- Former Member, Executive Council (EC) & Academic Council (AC), Central University of Himachal Pradesh, (CUHP), Dharamshala, H.P.
- Founder Dean, School of Commerce & Management Studies (SCMS) (2019)
- Head of Department (HoD), Dept. of Marketing & Supply Chain Management (M&SCM), SBMS, CUHP (Feb 2013 - May 2019)
- Dean (In-charge), School of Business Management & Studies (SBMS) (In Convocation 2017)
- Former Coordinator, MOOCs Prakosht, CUHP (2015 to March 2020)
- Chairman, Board of Studies, M&SCM, SBMS (Feb 2013 - May 2019)
- Chairman, Tender Bid Committee, Centralized Committee for All Tenders of CUHP
- Chairman, Management Research Circle, SBMS, (2014-2017)
- Member, School Board, SBMS, (March 2012 - May 2019)
- Former Member, e-LMS, (e-Learning Management System), CUHP
- Member, WDC (Website Development Committee), CUHP
- Course Director, National Workshop (14 Days) in Capacity Building Program of Faculty (CBPF) Sponsored by ICSSR of Rs. 9,40,000/= in Dec 2013.
- Former Chairperson, Management Society, SBMS
- Former Chairman & Vice Chairman, Computer Society of India (CSI), Varanasi Chapter, Region - I
- Former Sectional Member (among Four member all over India) of ICT&CS Chapter of Indian Science Congress Association (ISCA)
- Resource Person, e-PG Pathshala of UGC.
- Associate Editor in International Journal of Economics and Managerial Thoughts.
- Member Editorial Board, Global Journal of Enterprise Information System (GJEIS) listed in UGC approved list for CAS and direct recruitment of 2016-17 No as: 13667 with current impact factor 1.68.
- Chairman/Member and External Expert, Various Committees in Policy making, Viva Voce and Inspections, HPTU, Hamirpur, H. P.
- External Expert in Management Subjects, HPU Shimla, and NIT Hamirpur, H. P.

Books Authored

- Singh Bhagwan (2017), Web Based Advertising: A Tool of Digital & Internet Based Marketing, 1st Edition, Anamika Publisher, New Delhi.
- Singh Bhagwan (2015), Internet Based Marketing: Trends, Issues & Challenges for Digital Marketing & Web Based Advertising, 1st Edition, Anamika Publisher, New Delhi.

ACHIEVEMENTS / AWARDS

- Developed CRISP Model for presentation of RTP (Research/Thesis/Project) which is appreciated / adopted by National Repute Universities
- Received Best Teacher Award from Rotary Club Dharmshala, H. P. (2012)
- Received Best Teacher award in 2011, from the hands of Honbl'e Vice Chancellor, Mahatma Gandhi Kashi Vidyapeth State University, Varanasi organized by JDIMT, Varanasi
- First Best Paper Award in Feb 2010, among almost 218 papers screened from all over the world in International Conference organized by Gardi Vidyapith University in Rajkot, Gujarat.
- Chaired several International & National FDP / Seminars / Workshops/Conferences as a regular activity in top notch reputed organizations.
- Members of Following Organizations/Societies
 - ISCA - Indian Science Congress Association (Life Member)No.L16507
 - CSI - Computer Society of India (Life Member) No.01102839.
 - ICA - Indian Commerce Association (Life Member) No.UP489.
- Guided as Supervisor for a Post Doc Student Dr Sachin Kumar in the Area of Green Marketing who is now posted at NIT Hamirpur.
- Have More than 51 publications and have attended more than 65 International & National Conferences & Seminars. He has presented more than 60 papers in International & National Conferences & Seminars.
- Taken various Guest lecturers in well renowned & top notch reputed organizations and Universities of India on IT, Web Based Advertising & Marketing.
- Conducted National FDP/Seminars/Workshops/Conferences as a regular activity.

ONLINE PRESENCE / WEB LINKS

- CUJ official website. Link: <http://cuja.ac.in>
- CUHP official Website. Link: <http://cuhimachal.ac.in>
- Resource person for Courses in e-PG-Pathshala a venture by MHRD & UGC. Link: (M-7, M-18 & M-20).
http://epgp.inflibnet.ac.in/view_f.php?category=1408
- Advisory/ Motivational Lecture for youth on YouTube for seeking admission. Link: <https://www.youtube.com/watch?v=TrfI4loNki0&t=202s>
- <https://orcid.org/0000-0002-6377-0948>

CONSULTANCY / GUIDANCE / SUPERVISION

- 08 (eight) Research Scholars got enrolled on Latest & Current topics of Marketing & IT among which FOUR (04) have been awarded PhD.
- Consultancy & Guidance to Private Firms / Educational Organization / NGOs for Marketing & Branding, focused on Web based activities, Advertising, Event Management and its Sales & Marketing.

QUALIFICATIONS:

Post PG:

Ph.D. awarded in Commerce in 2011 (Batch 2008-2010); bearing Topic "A Study of the Prospects and Problems of Web Based Advertising in Eastern U.P." from VBS Purvanchal University, Jaunpur, Uttar Pradesh; under the guidance of Dr G S Rathore, Principal & Former Dean & Head, Faculty of Commerce & COE, Udai Pratap Autonomous College, Varanasi, U. P.

PG: MBA (1998-2000) from CSJM Kanpur University, Kanpur, U. P., specialized in Marketing

UG: B. Com (1993-1996) from Allahabad University, Allahabad, U. P.

ADDITIONAL IT QUALIFICATIONS:

- Topper of Honors in System Management [HSM] from NIIT - CEC [Computer Education Centre] Allahabad, U. P. in 1994-1996.
- PGDCA in 1st Division from Udai Pratap (U.P.) Autonomous College, Varanasi, Uttar Pradesh (U. P.) in 2011.

Basic Academics:

- 12th from St. John's School, D.L.W., Varanasi, U. P., ISC Board in 1993
- 10th from St. John's School, D.L.W., Varanasi, U. P., ICSE Board in 1991
- 6 to 8 from St. Mary's Convent School, Cantt., Varanasi, U. P.
- Primary to 5th from St. Fidelish School, Aliganj, Lucknow, U. P.

Personal details:

- **Date of Birth** : **3rd January 1976 (03/01/1976)**
- **Nationality** : **Bhartiya (Indian)**
- **Country** : **Bharat i.e. India**
- **Mobile** : **9816481037**
- **E-mail ID** : **bhagwan.singh@cuja.ac.in**
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- **Address in Himachal Pradesh:**

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Housing Board Colony,
Cheelgarhi, Dharamshala,
District: Kangra - 176215,
Himachal Pradesh.
- **Address in Uttar Pradesh** : **SH-3/163-10-A, "Shahzadi Niwas",**
Sharwaswari Nagar Colony, Nawalpur,
Shivpur, Varanasi, Uttar Pradesh -
221003.

Prof. (Dr.) BHAGWAN SINGH
Professor of Management