

Prof. (Dr.) Bhagwan singh

Professor of Management

Ex-Dean, School of Management Sciences (SMS),

Ex-Head, Department of Business Administration
(DBA),

Former Chief Placement Officer (CPO) &

Former Finance Officer (In-charge) of Central
University of Jharkhand (CUJ), Ranchi - 835205,

Email Id: bhagwan.singh@cuja.ac.in

bhagwansingh.bs@gmail.com

Mobile: +91- 9816481037

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

**➤ Brief Introduction:**

Prof. (Dr.) Bhagwan Singh is Professor of Management at Department of Business Administration (DBA), School of Management Sciences (SMS), Central University of Jharkhand (CUJ), Ranchi - 835205, Bharat. He is the Ex-Dean of SMS and Ex-Head of DBA at CUJ. He joined as Professor in Department of Business Administration (DBA), School of Management Sciences (SMS), Central University of Jharkhand (CUJ), on 12th March 2020. He also served Finance Officer Incharge (I/c) in Central University of Jharkhand (CUJ), for 6 months during COVID Period. He gave his contribution as Chief Placement Officer (CPO) of Central University of Jharkhand (CUJ). He is also Academic Council (AC) & University Court (UC) member at CUJ.

Prior to Central University of Jharkhand (CUJ), he served Central University of Himachal Pradesh (CUHP), where 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 (6 Years). Prof. Singh was ex-officio Chairman of the School Board of the SCMS and Ex-officio members for the other departments/Centre's within the SCMS. He was also the member of the University Court (UC), Executive Council (EC) & Academic Council (AC) of CUHP and also Coordinator of MOOCs Prakoshtha of CUHP. He is also State Student Coordinator (SSC) of Himachal Pradesh, CSI (2019-2020).

He enjoyed Former Chairmanship & Vice Chairmanship, 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 (RTP)” 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.

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, AI, Social Media Influencer and the like. To his audit, he has written more than 54 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 served in many confidential committees for GoI and State Government. 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.

➤ **Educational Qualification:**

DOCTORATE: 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 Prof (Dr.) G. S. Rathore, Principal, U. P. College & Former Dean & Head, Faculty of Commerce, Udai Pratap Autonomous College, Varanasi, U. P.

POST GRADUATION: MBA (1998-2000) from CSJM Kanpur University, Kanpur, U. P., Specialized in Marketing

UNDER GRADUATION: 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.

➤ **Courses Taught:**

- Strategic Management
- Marketing Management
- Basics of Computers & MIS
- Business Environment
- Consumer Behaviour
- Digital Social Media & Marketing
- Web Based Advertising
- Mobile Based Advertising
- Internet Based Marketing
- Retail Management
- Green Marketing
- Advertising & Brand Management
- Integrated Marketing Communication
- Marketing Research
- Strategic Marketing
- E-Customer Relationship Management (CRM)
- Entrepreneurship
- Creativity & Brand Awareness
- Research & Publication Ethics
- Academic writing & Communication Skills
- Advance topics on Strategic Marketing & Management

➤ **Awards/ Recognition:**

- 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
 - o ISCA - Indian Science Congress Association (Life Member)No.L16507
 - o CSI - Computer Society of India (Life Member) No.01102839.
 - o 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.

➤ **Administrative Responsibilities:**

- Ex-Dean, School of Management Sciences (SMS)
- Ex-Head, Department of Business Administration (DBA)
- University Court (UC) Member, CUJ
- Academic Council (AC) Member, CUJ
- Member, School Board, School of Management Sciences (SMS), CUJ
- Member, Board of Studies (BoS), Dept. of Business Administration (DBA), SMS, CUJ
- State Student Coordinator (SSC) of Jharkhand, CSI (2020-2021)
- Expert in Various Country / State Level Committees for examinations, policy making, Thesis evaluation and the like Resource Person / Speaker in National Repute Workshops / Seminar / Conferences etc.
- Former Finance Officer (In-charge) of Central University of Jharkhand (CUJ), Ranchi
- Former Chief Placement Officer (CPO)

➤ **Journal Publications (28):**

Sl No	Title of the Paper	Journal Name	Type	Year	Vol. No.	Page No.	ISSN No.
1.	Taking flight with food: investigating the determinants of user acceptance toward drone-based food delivery services in India	British Food Journal	Scopus	2024	126	Issue 3	0007-070X
2.	Drone Usage opportunities for Entrepreneur Contributing towards Aatmanirbhar Bharat	SMS Journal of Entrepreneurship & Innovations, Refereed Journal	Peer Reviewed	2023	10	24	2349-7920

3.	Metaverse the Next Renaissance of Financial Inclusion: Scientific Mapping & Future Research Directions.	Journal of Content, Community & Communication	Scopus	2023	17	14	2456-9011
4.	A study of Prospects and Problems of Online Education in Bihar	Global Journal of Enterprise Information System	UGC Care	2023	15	30	0975-1432
5.	Role of Kisan Drone in developing agricultural Production as a tool of Drone Delivery Service (DDS)	Education and Society	UGC Care	2023	2	332	2278-6864
6.	Drone Delivery Services Adaptation Among Consumers of India	Indian Journal of Commerce Association	UGC Care	2022	75	192	0019-512X
7.	Towards green product consumption: Effect of green marketing stimuli and perceived environmental knowledge in Indian consumer market	Society and Business Review	Scopus	2021	17	45	1746-5680
8.	CRISP Model: A Structured Approach for Presentation of Research	CSI Communications	Peer Reviewed	2018	42	11	0970-647X
9.	Toward sustainable consumption: Investigating the determinants of green buying behaviour of Indian consumers.	Business Strategy & Development by John Wiley & Sons Ltd and ERP Environment	Scopus	2018	1	64	2572-3170
10.	Solid Waste to Theme Based Parks In Himachal Pradesh, India: A Healthy, Sustainable, Eco-Friendly and Skilled Initiative for Entrepreneurs	SMS Journal of Entrepreneurship & Innovations, Refereed Journal	Peer Reviewed	2018	2	87	2349-7920

11.	Opportunities for Entrepreneur in Municipal Solid Waste Management in Smart City Dharamshala, Himachal Pradesh	SMS Journal of Entrepreneurship &Innovations, Refereed Journal	Peer Reviewed	2018	1	44	2349-7920
12.	Flourishing Demand for shopping websites as an opportunity for forthcoming Entrepreneurs	SMS Journal of Entrepreneurship &Innovations, Refereed Journal	UGC Care	2017	2	75	2349-7920
13.	Mobile Marketing: Upcoming marketing tool for Entrepreneurs	SMS Journal of Entrepreneurship &Innovations, Refereed Journal	UGC Care	2017	1	47	2349-7920
14.	Usage of Web Based Advertising (WBA)	Arni University International Journal		2016	1	183	2270-4241
15.	Green Marketing: A Marketing Framework of STP towards Eco-Advantage	SMS Journal of Entrepreneurship &Innovations, Refereed Journal	UGC Care	2016	2	22	2349-7920
16.	Analysis of Eco-Labels for Green Washing In North Indian States	SMS Journal of Entrepreneurship &Innovations, Refereed Journal	UGC Care	2016	1	23	2349-7920
17.	Marketing Management: WBA is upcoming revolution in Advertising Thought and Strategy	International Journal of Economics & Managerial Thoughts	Peer Reviewed	2015	5	8	2229-3736
18.	A Study on Current Status of Green Marketing in North India	Pacific Business Review	Scopus	2015	7	16	0974-438X
19.	A Study of the Prospects and Problems of Web Based Advertising (WBA) in Eastern U. P.	Global Journal of Enterprise Information System	UGC Care	2015	7	131	0975-1432
20.	Consumer Preference for Eco- Friendly Products of Home Appliance Companies	Indian Journal of Commerce Association	UGC Care	2014	67	76	0019-512X

21.	An Empirical Investigation of Financial Performance of Nationalised Banks in India	International Journal of Economics & Managerial Thoughts	Peer Reviewed	2014	2	9	2229-3736
22.	Women Entrepreneurship developing platform by WBA	SMS Journal of Entrepreneurship & Innovations, Refereed Journal	UGC Care	2014	1	94	2349-7920
23.	Customer Satisfaction Analysis on Services of Delhi Metro	Asian Journal of Multidisciplinary Studies (AJMS)	Scopus	2014	2	124	2321-8819
24.	Factors affecting Green Buying Behaviour (GBB) of Consumers	Commerce Spectrum (International Journal of Commerce & Business Studies)	UGC Care	2013	3	69	2249-992X
25.	Opportunity for Women Entrepreneurs to en-cash Virtual World through WBA	International Journal of Economics & Managerial Thoughts	Peer Reviewed	2013	2	8	2229-3736
26.	Ledge of IT Jobs& HRM in E-Commerce in Eastern U. P	International Journal of Commerce & Social Sciences	Peer Reviewed	2011	1	100	2231-5888
27.	Prospects of Web Based Advertising	Indian Journal of Commerce Association	Peer Reviewed	2010	63	76	0019-512X
28.	Online Advertising: Trends, Issues and Ideas	Aatmbodh, Journal	Peer Reviewed	2009	6	70	0972-1398

Books & Book Chapters (18)

➤ **Books (Published):**

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

➤ **Few Renowned Book Chapters:**

1. Singh B (2020), *NEP-2020: Challenge on Implementation*, National Education Policy 2020: Reflection from Stakeholders, Pg 46, White Falcon Publishing, ISBN:
2. Singh B (2018) et all, *Prospects for Entrepreneurs in Retail Outlets in H. P*, MRI Publications, ISBN: 978-93- 86142-23-8.
3. Singh B (2016), *Popular Websites helping Agriculture of India ICT Rural Development*, Bharti Publications, Delhi, ISBN: 978-81- 933475-5-3.
4. Singh B (2015), *Role of Web based Advertising (WBA) in Promotion Mix: A New Area for Strategic Management*, Bharti Publications, Delhi, ISBN: 978-93- 85000-48-5
5. Singh B (2014) et all, *Dimensions of Service Sector Operations and Approaches: An Assessment of Nationalized Sector Banks in India*, IIT Roorkee, Dept. of Management Studies, ISBN: 978-93-8493-502-3
6. Singh B (2014) et all, *Green Marketing Through WBA in International Trade*, Global Publishing House, Vishakhapatnam, ISBN: 978-93- 81563-24-3.
7. Singh B (2014) et all, *Service Quality Assessment in Indian Banking Sector: An Application of Factor Analysis*, K. K. Publications, New Delhi, ISBN: 978-81- 7844-173-3.
8. Singh B (2012), *Stride of Advertising: Web Based Advertising*, Anmol Publication, New Delhi, ISBN: 978-81-261- 5064-9
9. Singh B (2011), *Web Based Advertising: An increasing demand in Agribusiness with Internet World*, Suruchi Kala Prakashan, Varanasi, ISBN: 978-93- 81564-02-8.
10. Singh B (2011) et all *Web Based Advertising: An Emerging Stride of Advertising in India – A study Based on Eastern Districts of Uttar Pradesh*, Excel India Publishers, ISBN: 978-93- 81361-12-2.
11. Singh B (2010), *E-Advertising and Women Entrepreneurship: A study from Eastern U. P.*, Macmillian, ISBN: 10: 0230- 33150-1
12. Singh B (2009), *Web Based Advertising – Case Study of Varanasi Region*, ABC Press, New Delhi, ISBN: 978-81- 907612-1-8

And 04 other Chapters published in reputed Edited Books

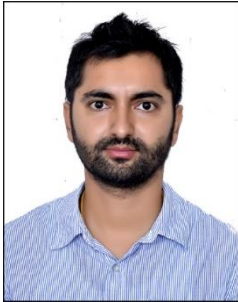
Doctoral Students (11):

Awarded: 05

Pursuing: 06

➤ PhD Supervision Details:

PhD Supervision: Awarded

	Name:	Dr. Sachin Kumar
	Department:	Department of Marketing and Supply Chain Management
	University	Central University of Himachal Pradesh (CUHP), Dharamshala, Himachal Pradesh
	Registration No:	CUHP11RDMGMT08
	ORCID:	0000-0003-2125-044X
	Research Gate ID	Sachin_Kumar133
	Google Scholar ID	https://scholar.google.com/citations?user=wTLpDYcAAAAJ&hl=en&authuser=1&oi=ao
	Scopus Author ID	57225080686
	Name of Supervisor/ Guide:	Prof (Dr) Bhagwan Singh
	Research Title:	A study of Green Marketing in North India
	Major Research Area:	Green Marketing
	Status of PhD:	Awarded

Registration Date*:	03-02-2011
Submission Date*	30-04-2015
Award Date*	03-11-2015
Post-Ph.D. Placement	Asst. Professor at NIT Hamirpur

List of publications by Dr. Sachin Kumar

1. Singh, B. & Kumar, S. (2012). Green Marketing Through Web Based Advertising In International Trade, *Integrated Marketing Communication Edited Book, Global Publications, Banaras Hindu University (UP), India*, 101-113. (ISBN- 978-93-81563-24-3, Edited Book)
2. Singh, B. & Kumar, S. (2013). Factors Affecting Green Buying Behavior of the Consumers, Commerce spectrum. *International Journal of Commerce and Business Management*. 3, 69-74.
3. Singh, B. & Kumar, S. (2012). Opportunity For Women Entrepreneurs To Encash Virtual World Through Web Based Advertising (WBA), *IJEMT (International journal of Economics and Managerial Thoughts)*. 3(1), 8-14.
4. Singh, B., Yadav, S.C., & Kumar S. (2022). Drone Delivery Services adoption among Indian Consumers. *The Indian Journal of Commerce*. 75(2&3), 192-204.
5. Rathore, G.S., Singh, B., Kumar, S. Rai, R., Kumar, K. (December 2019). Business Prospects For Entrepreneurs In Skill Based Online Education. *SMS Journal of Entrepreneurship & Innovation*. 6(1), 80-95.
6. Kumar, S. (June 2019). From Digital India to Skill India or Vice Versa. *ZENITH International Journal of Multidisciplinary Research*. 9(6), 1-8.
7. Kumar, S. Yadav, S & Singh, B. (December 2018). Solid Waste to Theme Based Parks in Himachal Pradesh, India: A Healthy, Sustainable, Eco-Friendly and Skilled Initiative for Entrepreneurs. *SMS Journal of Entrepreneurship & Innovation*. 5(1), 66-78.
8. Kumar, S. Yadav, S & Singh, B. (June 2018). Opportunities for entrepreneurs in municipal solid waste management in smart city Dharamshala, Himachal Pradesh. *SMS Journal of Entrepreneurship & Innovation*. 4(2), 103-114.
9. Singh, B. & Kumar, S. (December 2015). Analysis of Eco-labels for Green Washing in North Indian States. *SMS Journal of Entrepreneurship & Innovation*. 2(1), 1-9.
10. Kumar, S. (January 2015). Green Washing: Deceptive Business Claims to Bilk the Buyer. *International Journal of Research in Commerce, IT and Management*. 5(1), 98-101.

11. Singh, B. & Kumar, S. (July-September 2014). Consumer Preference for Eco-Friendly Products of Home Appliance Companies. *The Indian Journal of Commerce*. 67(3), 86-95.
12. Kumar, S. (Jan-August 2019). Status of Deceptive Advertising Practices in India: 2015-2017. *IIMS Journal of Management Science*. 10(1&2), 65-82.
13. Kumar, S. (Jan-June 2015). Impact of Genders on Green Product Buying Behavior. *Skanda Journal of Humanities and Social Sciences*. 1(1), 22-27.
14. Kumar, S. (January 2015). Linking Green Marketing with Corporate Social Responsibility: A critical Analysis of Home Appliances. *Asian Journal of Multidisciplinary Research*. 3(1), 82-86.
15. Singh, B. & Kumar, S. (May 2015). A Study on Current Status of Green Marketing in North India. *Pacific Business Review International*. 7(11), 16-23. (ISSN- 0972-438X, Web of Science Indexed)
16. Singh, B. Yadav, S. & Kumar, S. (2022). India-foreign migration for job: an opinion of professional skilled youths' of India. *International Journal of Public Sector Performance Management*. Scopus
17. Kumar, S. Singh, B., Kumar, V., Chaudhuri, R., Chatterjee, S. Vrontis, D. (2024). Taking flight with food: Investigating the determinants of user acceptance towards drone-based food delivery services in India. *British Food Journal*, 126(3), 1217-1237. <https://doi.org/10.1108/BFJ-07-2023-0667> (ABDC-B Category, Scopus)




Name:	Dr. Rishi Kant
Department:	Marketing & Supply Chain Management (M&SCM), School of Business & Management Studies (SBMS), CUHP
University	Central University of Himachal Pradesh (CUHP), Dharamshala, Himachal Pradesh
Registration No:	CUHP12RDMGMT07
ORCID:	0000-0003-2374-2288
Research Gate ID	https://www.researchgate.net/profile/Rishi-Kant-5
Google Scholar ID	zIQbL7EAAAAJ
Scopus Author ID	57194168240
Name of Supervisor/ Guide:	Prof (Dr) Bhagwan Singh
Research Title:	An Empirical Study of Performance Evaluation of Indian Public Sector Banks: A Strategic Perspective
Major Research Area:	Green Consumption, Service Marketing, Internet Banking, Consumer Behavior
Status of PhD:	Awarded

Registration Date*:	01-08-2012
Submission Date*	20-03-2017
Award Date*	18-08-2017
Post-Ph.D. Placement	Assistant Professor, University of Lucknow

List of Papers Published by Dr. Rishi Kant in Journal:

Sl. No	Name of Authors (In order of contribution)	Title of the Paper	Name of the Journal	Vol./ Pg#	Issue mth/ Yr.	ISSN- ISBN#	Impact Factor/ Scopus / UGC / Indexing	Type of Impact Factor **
1.	Jaiswal, D., Singh, B., Kant, R. , Biswas, A.	Towards green product consumption: effect of green marketing stimuli and perceived environmental knowledge in Indian consumer market.	Society and Business Review	Vol. 17 No. 1, pp. 45-65. https://doi.org/10.1108/SBR-05-2021-0081 .	2022	1746-5680	3.20 ABDC-B, ABS 2	Clarivate Analytics (2023)


	Name:	Dr. Devender Kumar
	Department:	Marketing & Supply Chain Management (M&SCM), School of Business & Management Studies (SBMS), CUHP
	University	Central University of Himachal Pradesh (CUHP), Dharamshala, Himachal Pradesh
	Registration No:	CUHP12RDMGMT03
	ORCID:	
	Research Gate ID	
	Google Scholar ID	
	Any other Research ID	
	Name of Supervisor/ Guide:	Prof (Dr) Bhagwan Singh
	Research Title:	“A Study of Acceptance and Diffusion of Mobile Marketing in North India”
Major Research Area:	Marketing	

	Status of PhD:	Awarded

Registration Date*:	03-08-2012
Submission Date*	28-03-2018
Award Date*	22-06-2018
Post-Ph.D. Placement	Entrepreneur / In Industry

List of Papers Published by Dr Devender Kumar in Journal:

Sl.No	Name of Authors (In order of contribution)	Title of the Paper	Name of the Journal	Vol./ Pg#	Issue mth/Yr.	ISSN-ISBN#	Impact Factor/ Scopus / UGC / Indexing	Type of Impact Factor **
1.	Singh, B. & Kumar D.	Customer Satisfaction Analysis on Services of Delhi Metro	Asian Journal of Multidisciplinary Studies (AJMS) India	Vol. 2, 124	2014	2321-8819		

	Name:	Dr. Deepak Jaiswal
	Department:	Marketing & Supply Chain Management (M&SCM), School of Business & Management Studies (SBMS), CUHP
	University	Central University of Himachal Pradesh (CUHP), Dharamshala, Himachal Pradesh
	Registration No:	CUHP13RDMGMT13
	ORCID:	https://orcid.org/0000-0001-9125-787X
	Research Gate ID	https://www.researchgate.net/profile/Deepak-Jaiswal
	Google Scholar ID	https://scholar.google.com/citations?user=TDtHs_MAAAAJ&hl=en
	Any other Research ID	https://www.scopus.com/authid/detail.uri?authorId=57194161727

Name of Supervisor/ Guide:	Prof (Dr) Bhagwan Singh
Research Title:	“An Empirical Study of Green Consumer Behaviour in Uttar Pradesh”
Major Research Area:	Marketing
Status of PhD:	Awarded

Registration Date*:	13/12/2013
Submission Date*	14/06/2018
Award Date*	01/11/2018
Post-Ph.D. Placement	Asst. Professor at Sidharth University, U. P.

List of Papers Published by Dr. Deepak Jaiswal in Journal:

Sl.No	Name of Authors (In order of contribution)	Title of the Paper	Name of the Journal	Vol./ Pg#	Issue mth/Yr.	ISSN-ISBN#	Impact Factor/ Scopus / UGC / Indexing	Type of Impact Factor **
1.	Jaiswal, D., & Singh, B.	Toward sustainable consumption: Investigating the determinants of green buying behaviour of Indian consumers	Business Strategy and Development.	Vol. I, 64-73. https://doi.org/10.1002/bsd2.12 .	2018	2572-3170	3.0 ESCI, SCOPUS (Elsevier) Web of Science	Clarivate Analytics (2023)
2.	Jaiswal, D., Singh, B., Kant, R., & Biswas, A.	Towards green product consumption: effect of green marketing stimuli and perceived environmental knowledge in Indian consumer market.	Society and Business Review	Vol. 17 No. 1, pp. 45-65. https://doi.org/10.1108/SBR-05-2021-0081 .	2022	1746-5680	3.20 ABDC- B, ABS 2	Clarivate Analytics (2023)

	Name:	Dr. Kamlesh Kumar
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	Department:	Marketing & Supply Chain Management (M&SCM), School of Business & Management Studies (SBMS), CUHP
	Registration No:	CUHP15RDMGMT03
	ORCID:	0000-0002-1600-7886
	Name of Supervisor/ Guide:	Prof (Dr) Bhagwan Singh
	Research Title:	“Marketing Strategies for Online Education in Bihar”
	Major Research Area:	Marketing
	Status of PhD:	Awarded


Registration Date*:	04/01/2016
Submission Date*	18/07/2023
Award Date*	02/02/2024
Post-Ph.D. Placement	Asst. Professor at MGCU, Motihari, North Bihar

List of Papers Published by Dr. Kamlesh Kumar in Journal:

Sl.No	Name of Authors (In order of contribution)	Title of the Paper/ Name of the Journal	Vol./ Pg#	Issue mth/Yr.	ISSN-ISBN#.	Impact Factor	Type of Impact Factor **
1	Prof Bhagwan Singh, Kamlesh Kumar et all	“A study of Prospects and Problems of Online Education in Bihar” Name of the Journal: “Global Journal of Enterprises	15, Pg: 30 - 39	Jan-Mar. 2023	E-ISSN 0975-1432 Print ISSN 0975-153X DOI- Doi.org/10.18311/gjesis/2023	3.57 (2019)	CiteFactor

		Information System”					
2.	Prof Bhagwan Singh, Kamlesh Kumar et all	Agricultural Sustainability in North-Western Himalayan Region: Issues and Challenges Name of Journal: Universal Review	Page No:65	Volume 7, Issue XI, NOVEMBER/2018	ISSN: 2277-2723		
3	Prof Bhagwan Singh, Kamlesh Kumar et all	Drone Usage opportunities for Entrepreneur Contributing towards Aatmanirbhar Bharat Name of the Journal: SMS Journal of Entrepreneurship & Innovations, Refereed Journal	10 Pg – 24-36	Issue – 1, Dec 2023,	ISSN: 2349-7920		
4	Prof Bhagwan Singh, Kamlesh Kumar et all	Business Prospects For Entrepreneurs In Skill Based Online Education Name of the Journal: SMS Journal of Entrepreneurship & Innovations, Refereed Journal	80-95	Vol. VI, No. 1; December-2019	ISSN: 2349-7920		

PhD Supervision: Ongoing

	Name:	Ajit Kumar Das
	Department:	Department of Business Administration
	Registration No:	20100201001
	ORCID:	0000-0003-4264-6128
	Name of Supervisor/ Guide:	Prof (Dr) Bhagwan Singh
	Research Title:	“A Study on Drone Delivery Service (DDS) as Business Prospectus in India”
Major Research Area:	Marketing	
Status of PhD:	Ongoing	

List of Papers Published by Ajit Das in Journal:

Sl.No	Name of Authors (In order of contribution)	Title of the Paper/ Name of the Journal	Vol./ Pg#	Issue mth/Yr.	ISSN-ISBN#.	Impact Factor	Type of Impact Factor **
1	Ajit Kumar Das, Prof Bhagwan Singh et all	“A study of Prospects and Problems of Online Education in Bihar” Name of the Journal: “Global Journal of Enterprises Information System”	15, Pg: 30 - 39	Jan-Mar. 2023	E-ISSN 0975-1432 Print ISSN 0975-153X DOI- Doi.org/10.18311/gjesis/2023	3.57 (2019)	CiteFactor
2	Ajit Kumar Das, Prof	“Role of Kisan Drone in developing	332-341	A special issue -1	UGC Care Listed		

	Bhagwan Singh et all	agricultural Production as a tool of Drone Delivery Services” Name of the Journal: “Journal of Education and Society”	Vol-2 Pg: 332-341	April-2023,	Journal (Group-1) ISSN (Print): 2278-6864		
3	Ajit Kumar Das, Prof Bhagwan Singh et all	Drone Usage opportunities for Entrepreneur Contributing towards Aatmanirbhar Bharat Name of the Journal: SMS Journal of Entrepreneurship & Innovations, Refereed Journal	10 Pg – 24-36	Issue – 1, Dec 2023,	ISSN: 2349-7920		
4	Ajit Kumar Das, Prof Bhagwan Singh et all	India’s Drone Revolution: A way for a Dynamic & Promising Future Name of the Journal: DRIEMS Business Review	12	Issue – II, Dec 2023,	ISSN: 2321-4112		



Name: Amitabh Avinash
Department: Department of Business Administration
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Research Title: A Study on factors driving the adoption of Over-The-Top (OTT) platforms in India
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List of Paper of Journals: Under Review
Status of PhD: Ongoing




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Major Research Area: Marketing
List of Paper of Journal: One
Status of PhD: Ongoing

List of Paper Published by Hemant Raj in Journal:

Sl.No	Name of Authors (In order of contribution)	Title of the Paper/ Name of the Journal	Vol./Pg#	Issue mth/Yr.	ISSN-ISBN#.	Impact Factor	Type of Impact Factor **
1	Hemant Raj, Prof Bhagwan Singh et all	India's Drone Revolution: A way for a Dynamic & Promising Future Name of the Journal: DRIEMS Business Review	12	Issue – II, Dec 2023,	ISSN: 2321-4112		

PhD Supervision: New Entrants (Ongoing)

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Major Research Area: Marketing

List of Paper of Journal: NA

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Research Title: Pursuing Course Work. Will be working on Health Insurance Marketing

Major Research Area: Marketing

List of Paper of Journal: NA

Status of PhD: Ongoing