


**Profile of Prof. (Dr.) Amarendra Pratap Singh,
Department of Business Management,
Faculty of Commerce and Management**

1. Name, Address and Photo	Prof. (Dr.) Amarendra Pratap Singh Ex Head-Department of Business Management Ex Dean-Faculty of Commerce and Management Indira Gandhi National Tribal University (IGNTU) (A Central University Established by an Act of Parliament of India) Amarkantak, Madhya Pradesh – 484 886, India E-mail Id: amarendra.singh@igntu.ac.in , drapsinghigntu@gmail.com Cell: +91 9407002642, 8959492646, Website: www.igntu.ac.in Orcid Id: 0000-0003-0838-9455 Scopus Id: 57216297967 Google Scholar Id: fe4EQjgAAAAJ		
2. Qualifications	MBA, PhD, Executive Alumnus IIM, Indore, India		
3. Specialization and Area of Interest	Sustainable Marketing, Product and Brand Management, Rural Entrepreneurship		
4. Total Years of Teaching Experience	24 Years		
5. Number of National & International Paper Publication in Journals	40 National and International Publications (including Scopus, ABDC, WoS, UGCCare Listed)		
6. Number of Books Authored	2	11. Number of Patents	6
7. Number of Books Edited	1	12. Life Membership: 01. Indian Commerce Association 02. Indian Society of Agricultural Economists 03. Indian Accounting Association 04. Agricultural Economist Research Association	
8. Number of Book-Chapters Contributed	10	13. Number of Ph.D. Guided	05
9. Number of Papers presented and Resource Person in National & International Conferences, Workshops and Capacity Building Programmes	31	14. Number Ph.D. Examined	More than 50 (National & International)
10. Number of Projects Undertaken	1	15. Number of Plenary and Invited Talk	10 (National & International)

16. Work Experience

Designation: Professor 28th Sept 2015 and continuing
Institution: Department of Business Management, Indira Gandhi National Tribal University, (A Central University established by an act of Parliament) Amarkantak, Madhya Pradesh, (INDIA)

Designation: Associate Professor (28th Sept 2012 to 27th Sept 2015)
Institution: Department of Business Management, Indira Gandhi National Tribal University, (A Central University established by an act of Parliament) Amarkantak, Madhya Pradesh (INDIA)
Courses Taught: MBA and BBA
(Subjects Taught at PG Level-Marketing Management, Product and Brand Management, Sales and Distribution Management, Services Marketing, Consumer Behaviour, Rural Marketing)
(Subjects Taught at UG Level (BBA) - Advertising and Brand Management, Services Marketing

Designation: Associate Professor
Institution: Department of Management, North Eastern Hill University, (Central University), Tura Campus, Meghalaya
Period: 11th July 2012 to 15th Sept 2012
Courses Taught: MBA (Subjects Taught at PG Level –Consumer Behaviour)

Designation: Professor
Institution: SRMS International Business School, Unnao, U.P

Period: 17th Jan 2012 to Oct 2009- 9th July 2012
Courses Taught: PGDM (Subjects Taught at PG Level – Marketing Management, Strategic Marketing, and Rural Marketing)
Designation: Dean (Academics)
Institution: Surya College of Business Management, Lucknow
Period : 1st July 2009- 16th Jan 2012
Courses Taught: PGDM (Subjects Taught at PG Level – Marketing Management, Strategic Marketing, and Rural Marketing)
Designation: Assistant Professor
Institution: School of Management Sciences, Varanasi
Period: 1st July 2007- 30th Sept 2009
Courses Taught: PGDM, PGDM (IB), PGDM (RM)
(Subjects Taught at PG Level- Rural Marketing, Integrated Marketing Communication, Services Marketing, Consumer Behaviour)
(Subjects Taught at UG Level (BBA) - Advertising and Brand Management, Services Marketing)

Designation: Senior Lecturer
Institution: School of Management Sciences, Varanasi
Period: 1st July 2005- 30th June 2007
Courses Taught: PGDM, PGDM (IB), PGDM (RM)
(Subjects Taught at PG Level- Consumer Behaviour, Integrated Marketing Communication, Services Marketing, Rural Marketing, IHRM)
(Subjects Taught at UG Level (BBA)-Advertising and Brand Management, Services Marketing)

Designation: Lecturer
Institution: School of Management Sciences, Varanasi
Period : 1st August 2003- 30th June 2005
Courses Taught: PG Level: PGDM, PGDM (IB), PGDM (RM)
(Subjects Taught at PG Level - (Integrated Marketing Communication, Services Marketing, Rural Marketing, HRM)
(Subjects Taught at UG Level (BBA) - Advertising and Brand Management, Services Marketing, HRM)

Designation: Assistant Manager (Sales)
Organisation: Dishnet DSL Ltd., Lucknow
Period: 1st Jan 2001 – 31st July 2003
Responsibilities: Channel Management, Promotion etc.

Designation: Executive (Business Development)
Organisation: Progressive Machine Tools, Varanasi
Period : 1st July 1996- 30th May1998
Responsibilités: Business Development

17.	Administrative Responsibilities	<ul style="list-style-type: none"> • Dean-Faculty of Commerce and Management (2021-2024) at IGNTU, Amarkantak, M.P • Head (2016-19) and (2022-25), DoBM, IGNTU, Amarkantak, M.P • Chairman Departmental Research Committee at DoBM, IGNTU, Amarkantak, M.P • Chief Warden (2020-2023), IGNTU, Amarkantak, M.P • Part-Time Chief Vigilance Officer at IGNTU, Amarkantak, M.P • Deputy Proctor at IGNTU, Amarkantak, M.P • Coordinator of University Outreach Centre at IGNTU, Amarkantak, M.P • Chairman Unfair Means Committee at IGNTU, Amarkantak, M.P • Chairman-Diary Committee at IGNTU, Amarkantak, M.P • Member Admission Committee at IGNTU, Amarkantak, M.P • Member DRC of Department of Business Management, at IGNTU, Amarkantak, M.P • Chief Center Superintendent for End Semester Examination at DoBM, IGNTU, Amarkantak, M.P • Member of Departmental Research Committee of Department of Management at NEHU, Tura Campus • Member of Board of Post Graduate Studies in Management at NEHU, Tura Campus, Meghalaya • Member of Board of Under Graduate Studies in 'Business Administration at NEHU, Tura Campus, Meghalaya • Incharge of Admissions for PhD Programme in Management at NEHU, Tura Campus, Meghalaya • Incharge of MOSAIC an 'Inter College' Fest at NEHU, Tura Campus, Meghalaya • Dean (Academics) at Surya College of Business Management, Lucknow • Successfully discharged the duty of CAT Examination Incharge conducted from 28th Nov 2009 to 2009 with CEST as one of the centre. • Head of the admission Committee for PGDM, BBA and BCA at SCBM, Lucknow. • Incharge of Institutional Building Team at SCBM, Lucknow. • Member of various committees namely Administrative, Disciplinary, Purchase, Finance, Placement etc. at SCBM Lucknow.
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- Worked as a Coordinator for the SMS Alumni Association at School of Management Sciences, Varanasi.
- Worked as a Project Coordinator for PGDM Course at School Of Management Sciences, Varanasi.
- Worked as Survey Project Coordinator for Post Graduate Diploma in Management at School Of Management Sciences, Varanasi.
- Member of Committee for designing Curriculum for Marketing and HR specialization for various PGDM programmes
- Member of Admission Committee for various academic programmes at School of Management Sciences, Varanasi.
- Member of Institutional Building Team at School of Management Sciences, Varanasi
- Member of Centre for Spiritualism and Human Enrichment (C-SHE) at School of Management Sciences, Varanasi
- Member of the Organizing Committee of Management Conclave 2004 at School Management Sciences, Varanasi.

18. References

Name: Prof. Bharat Bhasker

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