

**GUNJAN SINGH** C-28, Mandir Park Road,

Mahanagar Extension,

Lucknow (U.P.)-226006

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Contact No: 9450002342

**CAREER OBJECTIVE**

To work efficiently and effectively as well as grow with a prestigious organization so as to develop personal skills and succeed in career.

**ACADEMIC QUALIFICATIONS**

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| Year | Degree | Institution | Percentage |
| 2018 | PHD Thesis Submitted (Management) | Babu Banarasi Das University,Lucknow |  |
| 2017 | MBA  (Marketing and Human Resource) | ICCMRT(Govt. College), AKTU,Lucknow | 70% |
| 2014 | Bachelor in technology(Electronics and communication) | Goel Institute of Technology and Management, UPTU,Lucknow | 65% |
| 2010 | HSC(XII),I.S.C. | Modern School,Lucknow | 68.4% |
| 2008 | SSC (X),I.S.C.E. | Modern School,Lucknow | 73% |

**PROFESSIONAL QUALIFICATION**

* Qualified **UGC NET** for Assistant Professor in MANAGEMENT (December 2019).

**PROFESSIONAL EXPERIENCE**

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| |  |  |  | | --- | --- | --- | | Organization | Tenure | Period | | Babu Banarasi Das University | May 2019 | Currently Working |  * Working as Research Scholar(Faculty). |

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| |  |  |  | | --- | --- | --- | | Organization | Tenure | Period | | Mahindra | June 2016 To August 2016 | 2 months |   PROJECT UNDERTAKEN   * Title: Customer perception regarding Mahindra TUV300. * Scope: To know about the perception of the people regarding Mahindra TUV300. |

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| |  |  |  | | --- | --- | --- | | Organization | Tenure | Period | | Vodafone | June 2013 To July 2013 | 1 month |   PROJECT UNDERTAKEN   * Title: Telecommunication * Scope: The project was undertaken to know about the procedure of the company’s telecommunication. |

**PROFESSIONAL TRAINING**

Undergone professional on the job training on Infrastructure Management from TCS CMC Ltd. (A TATA Enterprise), Lucknow from 01.11.2014 to 31.01.2015 and obtained A grade.

**PAPERS/ABSTRACTS PRESENTED IN CONFERENCE/SEMINAR**

* **“Study of Coronavirus Pandemic Concerning Economy and Society”**, International Webinar, Banaras Hindu University, Varanasi, India, 27-29 May 2020.
* **“Future of Marketing amidst Corona Pandemic”**, National Webinar, A.S. College, Deoghar, S.K.M.U, Dumka, Jharkhand, India, 2 June 2020.
* **“Communication in the Time of Covid 19: Virtual Technology the New Normal”,** International Webinar, Govt. Raza P.G. College, Rampur, U.P., India, 7 June 2020.
* **“E-Readiness and Customer Perception about the E-Commerce during Lockdown: Covid 19 Perspectives”,** International Webinar, Egra S.S.B. College, Purba Medinipur, Belda College, Paschim Medinipur, West Bengal, India, 13-14 June 2020.
* **“E-Readiness and Online Behaviour of Higher Education Teachers During Lockdown”,** International Conference, VSM College of Engineering, ICRTET 2020, Andhra Pradesh, India, 25 July 2020.
* **“Supply Chain Disruption due to Migration of Workers during Covid 19”,** International Webinar, Bankura University, West Bengal , India , 27-29 July 2020.
* **“The Review of Virtual Technology as a New Trend in Digital Age”,** International Conference, T.John College, Bangalore University (IQAC and TJCASSR), India, 30 July 2020.
* **“Role of Electronic Word of Mouth (eWOM) in selecting online courses by UG and PG students”,** National Webinar, Swift Technical College, Rajpura, India, 22 August 2020.
* **“New Education Policy with New Online Vocational Education”,** International Conference, KIIT, Odisha, India, 28-30 August 2020.
* **“Text based Reviews versus Visual Reviews: Role of Different Formats of eWOM on Customer Attitude towards Online Shopping”**, International Conference, IQAC, Sidho-Kanho-Birsha University, India, 28-29 November 2020.

## PAPERS ACCEPTED FOR PUBLICATION

## Singh, Gunjan. (2020). E-Readiness and Online Behaviour of Higher Education Teachers during Lockdown. ICRTET 2020. ISBN NO.:978-93-5419-309-5.

## Singh, Gunjan. (2020). E-Readiness and Customer Perception about the E-Commerce during Lockdown: Covid 19 Perspectives. Edited Book Swaranjali Publication. NRJP 2020. ISBN NO.:978-93-90110-53-7.

## Singh, Gunjan. (2020). Role of Electronic Word of Mouth (eWOM) in selecting online courses by UG and PG students. Transformation of education through online learning during pandemics Covid 19. TwentyFirst Century Publications. ISBN NO.:978-93-90154-74-6.

## Singh, Gunjan. (2020). eWOM Management: Managerial Response to Customer Reviews during Online Shopping. Amazon Publishers. ISBN NO.:979-8-579-38928-2.

**FACULTY DEVELOPMENT PROGRAMMES ATTENDED:**

## English for Special Purposes and Academic Writing, jointly organised by Usha Martin University,Ranchi,Mangalayatan University, Aligarh and Himalayan University,Itanagar,8 June 2020.

## Emerging Technologies: Research Issues and Challenges, **Seth Vishambhar Nath Institute of Engineering and Technology, Barabanki ,** **10 -16 June 2020.**

## Role of LaTeX in Scientific Writing, BBDNIIT, Lucknow, 19-21 June 2020.

## Faculty Readiness on Virtual Platform, ICFAI Business School,SD College, Ambala Cantt,26 June 2020.

## Computational Intelligence: COIN 2020, BBDNIIT Lucknow, 26-27 June 2020.

## Research Methodology and Techniques, Sandip Institute of Engineering and Management, Nashik, 4-6 July 2020.

## Data Analysis Using R, St. Claret College, Bengaluru, 7-12 December 2020.

## CERTIFICATIONS

* SSC NASSCOM and SkillUp Online: Foundational Artificial Intelligence Certification(23/5/2020)
* HubSpot Academy: Content Marketing Certification(13/5/2020)
* FutureLearn: University Of Leeds:An Introduction To Coding And Design(6/5/2020)
* Accenture: Digital Skills-Digital Marketing(26/4/2020)
* IBM: Blockchain Essentials Certification(27/6/2019)
* [Google’s Digital Garage: Fundamentals of Digital Marketing Certification](https://learndigital.withgoogle.com/digitalgarage)(29/10/2018)

**ACHIEVEMENTS**

* Senior- In -charge in the school.
* Received 2nd prize in debate competition in school.
* Received academic excellence award by securing the highest attendance in my

batch in the college ICCMRT.

* Received certificate of appreciation in LOGOLOGY competition held at college.

**CO-CURRICULAR ACTIVITIES**

* Participated in Collage making, Skit play, Extempore etc.
* Prepared projects in school in various subjects.
* Active participation at school in organization of events like Teachers day, Farewell.
* Participated in Individual and Group Presentation and been the group leader.
* Participated in “Technovators” organized by the college.
* Part of core invitation committee and organized ANNUAL FEST- PARWAAZ 2016 in the college.
* Member of Anti-Ragging committee in my MBA College.
* Participated in “Young Leaders Programme” organized by IIM Lucknow.

**PERSONAL DETAILS**

* **Date of Birth**: 7th February, 1992.
* **Language Known:** English,Hindi.
* **Hobbies**: Reading books, Web Research.
* **Family background**:

**Father**: Mr. Hari Mohan Singh  **Occupation**: Retd. Chief Engineer

(Irrigation Department - U.P.)

**Mother**: Mrs. Neelam Singh  **Occupation**: Home Maker

**DECLARATION**

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

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| Place: LUCKNOW ***(GUNJAN SINGH)*** |