



## **Dr. Harpreet Singh**

# 405, Block-II, Sheesh Mahal Heights, Sheesh Mahal

Bathinda - 151001

☎:95016-62800(M)

[harpreet.singh@pbi.ac.in](mailto:harpreet.singh@pbi.ac.in)

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### **EDUCATIONAL QUALIFICATION**

Awarded **Ph.D** degree in 2012 from University School of Management, Kurukshetra University, Kurukshetra on the topic, "*A Comparative Study Of Marketing Practices of Haryana Tourism Corporation, Punjab Tourism Development Corporation and Himachal Pradesh Tourism Development Corporation*".

1. **UGC-NET** in Management in year 2005
  2. **MBA** in 2002 from Guru Nanak Dev University, Amritsar securing 65% marks
  3. **B.Sc Electronics** in 1997 from Guru Nanak Dev University, Amritsar securing 68% marks
  4. **Senior Secondary** in 1994 from CBSE securing 77% marks
  5. **Matriculation** in 1992 from CBSE securing 66% marks
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### **FIELD OF SPECIALISATION**

Marketing and International Business

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### **TEACHING/RESEARCH EXPERIENCE**

1. Assistant Professor, Department of Business Studies, Punjabi University Guru Kashi Campus, Talwandi Sabo (Bathinda), from Sept 28, 2011 till date.

2. Assistant Professor, Punjabi University Neighborhood Campus, Jhunir, from Feb 11, 2009 to Sept 27<sup>th</sup>,2011
3. Lecturer (adhoc), University School of Business Studies, Punjabi University Guru Kashi Campus, Talwandi Sabo (Bathinda) from 25<sup>th</sup> April, 2007 to 10<sup>th</sup> Feb,2009.
4. Lecturer, Punjab Institute of Management & Technology, Mandi Gobindgarh (Affiliated to Punjab Technical University, Jalandhar) from 16<sup>th</sup> August, 2005 to 24<sup>th</sup> April, 2007
5. Lecturer, Rai University, Pathankot Campus from August, 2004 to July,2005

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#### **ADMINISTRATIVE EXPERIENCE:**

Incharge, Punjabi University Neighborhood Campus, Jhunir (Mansa) from July 2010 to Sept 2011

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#### **COURSES ATTENDED**

1. Refresher course (Business Studies) from HRDC, Panjab University Chandigarh from 07.12.2017 to 27.12.2017.
2. Refresher course (ID) from Academic Staff College, Punjabi University Patiala from 14.05.2012 to 04.06.2012
3. Orientation course from Academic Staff College, Punjabi University Patiala from 14.01.2010 to 10.02.2010.

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#### **RESEARCH GUIDANCE**

Ph.D degree awarded : 04

Under Guidance: 03

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#### **PUBLICATIONS/RESEARCH PAPERS**

1. *Drivers of student satisfaction in higher education: Evidence from multi-dimensional service quality construct*, HSB Research Review, Dec 2022,

- 16(1&2), 102-111
2. *Identifying the factors affecting emotional intelligence and subjective well-being of doctors in Punjab*, Anvesak, Dec 2021, 51(2), 63-77
  3. *Customer satisfaction in tourist industry: A case study of Himachal Pradesh Tourism Development Corporation*, PIMT Journal of Research, May 2021, 13(3), 136-141
  4. *Probing perception towards Himachal Pradesh Tourism Services- A customers' perspective*, Shodh Sarita, March 2021, 8(29), 63-70
  5. *Investigating effect of demographic variables in assessing student satisfaction: A study of selected universities*, PIMT Journal of Research, June 2020, 12(3), 149-153
  6. *A gap analysis of customer perception and expectation in Health Care Sector: Empirical Evidence*, International Journal of Research in Social Sciences, May 2019, 9(5(1)), 872-881
  7. *Perceived service quality in higher education: A comparative study of public and private universities*, International Journal of Research in Social Sciences, March 2019, 9(3), 860-875
  8. *Comparing subjective well being among Government and Private sector doctors in Punjab*, International Journal of Management, IT & Engineering, 9(3(2)), 263-269
  9. *Measuring service quality in higher education from students' perspective*, PCMA Journal of Business, Dec 2018, 11(2), 120-126
  10. *Analysing financial performance of state tourism corporation-A case study of Himachal Pradesh Tourism Development Corporation*, EPRA International Journal of Economic and Business Review, Dec 2017,5(12)
  11. *An analysis of Public healthcare sector of Punjab*, International Journal of Enhanced Research in Management and Computer Applications, Nov 2017, 6(11),159-163
  12. *Dimensions of emotional intelligence in healthcare sector-A comparative study of public and private doctors*, Scholars World-IRMJCR, Oct 2017,5(4)
  13. *Probing Service Quality In Health Care Sector- A Comparative Study Of Public & Private Hospitals*, ARS-Journal Of Applied Research And Social Sciences, July 2017, 4(14),10-23
  14. *Celebrity Branding In India: A Double Edged Weapon*, Journal Of Management

- In Manufacturing & Services, Nov 2014, 1(14),48-59
15. *Impact Of Surrogate Advertising In Brand Building Process: A Customers Perspective*, Global Journal Of Marketing Management And Research, Jan-June 2014, 4(1),7-14
  16. *Analyzing Financial Performance Of State Tourism Corporations- A Comparative Study Of HTC, PTDC & HPTDC*, PCTE Journal Of Computer Sciences, Jan-June 2013, 10(1),10-17
  17. *An empirical study of effectiveness of marketing practices of state tourism corporations*, PCMA Journal of Business, 4(1&2), Dec 2011 and June 2012, 163-174
  18. *An Empirical Investigation Of Impact Of Service Recovery On Customer Satisfaction By State Tourism Corporations*, Asian Journal Of Research In Social Sciences & Humanities, Jan 2012, 2(1), 55-60
  19. *Probing Service Quality In State Owned Tourist Complexes-A Comparative Study Of PTDC And HTC*, Management VISTAS, Jan 2011, 4(1),26-33
  20. *A Periscope on the Performance of Punjab Tourism Development Corporation and Haryana Tourism Corporation*, International journal of Computing and Business Research, Dec 2010, 1(1)
  21. *Ethics In Advertisements And Its Impact On Consumer Psychology- A Study Of Patiala Region*, PRABANDHAN: Indian Journal Of Management, Dec 2008, 1(2),18-22
  22. *Retailing In India: Recent Trends And Challenges*, Indian Journal Of Marketing, April 2008, 38(4),49-5
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## **PAPERS PRESENTED IN CONFERENCES/SEMINARS**

1. *Decoding the factors influencing the adoption of over-the-top platform services in India*, paper presented in national conference on “Business Transformation for a sustainable future: Roadmap for success” organised by Department of Business Studies, Punjabi University Guru Kashi Campus, Talwandi Sabo on 14<sup>th</sup> June,2023
2. *An overview of e-learning in India and its challenges*, Paper presented in national conference on “Business Transformation for a sustainable future: Roadmap for success” organised by Department of Business Studies, Punjabi University Guru

Kashi Campus, Talwandi Sabo on 14<sup>th</sup> June,2023

3. *Covid-19 and over the top (OTT) platform: Insight from literature review*, paper presented in International conference on “Management, Entrepreneurship and social sciences (ICMESS-2023)” organised by University Business School, Maharaja Ranjit Singh Punjab technical University, Bathinda on mar 16-17, 2023
4. *Green Marketing: Savior for climate change*, Paper presented in national seminar on “Climate change; Man, nature and economy” organised by R.S.D College, Ferozepur on 17<sup>th</sup> Feb, 2023
5. *Online Learning: Recent trends and emerging challenges*, Paper presented in national seminar on “Transformation in higher education: Implementing NEP 2020” organised by Guru Nanak College, Killianwali (Sri Muktsar Sahib) on 11<sup>th</sup> Mar, 2023
6. *Digital Transformation in higher education post Covid-19*, Paper presented in national seminar on “Digital transformation in Business- A way forward” organised by Guru Nanak College, Killianwali (Sri Muktsar Sahib) on 28<sup>th</sup> March, 2022
7. *Environment protection and NGO's- An overview*, Paper presented in national conference on “Recent advances in science and technology for sustainable development” organised by DAV College, Bathinda on 5<sup>th</sup> Mar, 2022
8. *Sustainable tourism savior for the Industry: A viewpoint of Himachal Pradesh Tourism*, paper presented in international conference on Vedatya's Chaupal organised by Vedatya Institute, Gurugram on 18<sup>th</sup> Dec, 2021
9. *E-Health Scenario in India- Opportunities and Challenges*, Paper presented in national Conference on Digital Transformation for Sustainable Development organised by Master Tara Singh Memorial College for Women, Ludhiana on 18<sup>th</sup> Feb, 2020
10. *Sustainable Tourism: View point of Himachal Pradesh Tourism*, Paper presented in national Conference on Research, Innovation and Sustainable Development organised by RIMT University, Mandi Gobindgarh on 6<sup>th</sup> Sept, 2019
11. *An Analysis of Private Healthcare Sector of India*, National conference on Research, Innovation and Sustainable Development organised by RIMT University, Mandi Gobindgarh on 6<sup>th</sup> Sept, 2019
12. *Service Quality in Higher Education: A Students Perspective*, National

- conference on Emerging Trends in Higher Education and its Impact on Society organised by S.D.College for Women, Moga on 31<sup>st</sup> Aug 2019
13. *Moving from Cash to Cashless: Opportunities and Challenges for India*, paper presented in national conference on Transforming Traditional Business- Changing Scenario of Corporate Business organised by Ramgarhia Girls College, Ludhiana on 18<sup>th</sup> Feb, 2017
  14. *“Social Entrepreneurship- A way to bring social change”*, paper presented in national conference on Corporate Social Responsibility in current economic scenario organised by Shree Atam Vallabh Jain College, Ludhiana on 24<sup>th</sup> Feb, 2017
  15. *“Marketing Of Financial Services In Rural Punjab: Opportunities And Challenges”*, Paper presented in national conference on Agrarian Crisis In India Organised By Mata Sundry University Girls College, Mansa On Mar 3,2016
  16. *“Service Quality, Customer Satisfaction And Customer Loyalty In Health Care Services; A Conceptual Study From Indian Health Care Sector”*, Paper presented in national conference on Contemporary Issues In Management For Sustainable Development Organised By USBS, Talwandi Sabo On Feb 18, 2015
  17. *“Probing Service Quality In Restaurants: A Perceptual View Of Customers”*, Paper presented in international conference on Multidisciplinary Research For The Achievement Of Excellence In Higher Education & Industry Organised By South Asia Management Association & Jabalpur Management Association On Oct 26-28, 2015 At Goa
  18. *“Marketing Orientation Of State Tourism Corporations- A Managers Perspective”*, Paper presented at 67<sup>th</sup> All India Commerce Conference Organised By KIIT University In Association With Department Of Commerce, Utkal University, Bhubaneshwar On Dec 27-29, 2014
  19. Attended a national conference on Promotion And Popularization Of Science Organised By YCOE, Talwandi Sabo On Sept 18,2014
  20. *“Marketing Of Banking Services In Rural Areas-Recent Trends And Challenges”*, Paper presented in national conference on Innovations In Banking & Financial Markets: Issues And Challenges Organised By University School Of Applied Management, Punjabi University, Patiala On 8<sup>th</sup> Dec,2014
  21. *“Probing The Impact Of Celebrity Endorsement On Customer Perception”*, Paper presented in international conference on Managing Global Business In

- Turbulent Times Organised By PCMA And CHANDIGARH University On Feb 8-9,2014
22. *“Impact of Surrogate Advertising In Brand Building Process- A Consumers Perspective”*, Paper presented in international conference on Issues and Perspectives in Brand Management Organised By Baba Farid College Of Management & Technology, Bathinda On Feb 20-22, 2014
  23. *“Probing Effectiveness Of Use Of Celebrities In Brand Positioning”*, Paper presented in national conference on Trends And Issues In Product And Brand Management Organised By Baba Farid College Of Management & Technology, Bathinda On Mar 20-21, 2013
  24. *“Marketing Of Banking Services-Recent Trends And Challenges”*, Paper presented in national conference on Emerging Paradigms In Indian Financial Sector Organised By School Of Applied Management, Punjabi University, Patiala On 28<sup>th</sup> Feb, 2012
  25. *“Competitiveness Of State Tourism Corporation: A Comparative Study Of Haryana Tourism Corporation And Himachal Pradesh Tourism Development Corporation”*, Paper presented in national conference on Global Competitiveness Of Indian Business Organised By University School Of Management, Kurukshetra University, Kurukshetra On 13<sup>th</sup> Feb,2011
  26. *“Emergence Of Tourism Sector In India- A Study Of Selected North Indian States”*, Paper presented at international conference on India In The Emerging Order- A Potential Market For World Organised By DAV Collge, Malout On Feb 25-26, 2011
  27. *“Probing Service Quality In Retailing- A Comparative Study Of State Owned Tourist Complexes Of PTDC & HTC”*, Paper presented in national conference on Changing Landscape Of Indian Retail Sector: Present And The Future Vision Organised By School Of Management Studies, Punjabi University, Patiala On Nov 12-13,2010
  28. *“Role Of FDI- Emerging Perception And Challenges”*, Paper presented in national conference on Indian Banking In The Global Era-Emerging Issues, Challenges And Oppurtunities Organised By DAV College, Malout On Feb 23-24, 2007
  29. *“WTO And Challenges In Agriculture Sector”*, Paper presented in national

- conference on Impact Of WTO On Different Sectors Of The Indian Economy-An Agenda For The New Millennium Organised By P.G. Dept. Of Economics, S.A.Jain College, Ambala City On Mar10, 2007
30. *“E-Marketing: Strategies And Challenges”*, Paper presented in national conference on Business Transformation Through Technological Integration Organised By PIMT, Mandi Gobindgarh On 30 March, 2007
  31. *“Organised Retailing-Boon For The Rural Sector”*, Paper presented in national conference on Emerging Issues In Corporate Sector In India: Its Relevance To Rural Sector Organised By USBS, Talwandi Sabo On Mar 23-24,2007
  32. *“Internet Banking: Challenges & Opportunities*, Paper presented in state level conference on Banking In The New Millennium-Issues, Challenges And Strategies Organised By Dept. Of Economics, DAV College Malout On March 11<sup>th</sup>,2006
  33. *“BPO-KPO-Boon For The Service Sector”*, Paper presented at 2<sup>nd</sup> PCMA International Conference On “Services Sector-The Next Wave” Organised By DAV College, Jalandhar On Feb 25-27, 2006
  34. *“Outsourcing: Latest Mantra Of Success”*, Paper presented in national conference on Emerging Trends In ICT Enabled Services Organized By PIMT, Mandi Gobindgarh On 26<sup>th</sup> Oct, 2006
  35. *“Bottlenecks In Consumer Redressal System”*, Paper presented in national conference on Consumer Protection Through Mass Awareness-Challenges & Opportunities In The Global Era Organised By Dept. Of Economics, DAV College Malout, Nov 26-27,2005
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## **WORKSHOPS ATTENDED**

1. Attended a One Week National Workshop on “Research Methodology and Basic Statistical Tools” at Department of Business Studies, Talwandi Sabo from Dec 25 to 29, 2021
2. Attended a three days National Workshop on “ Advanced Statistical tools and methods” at University School of Business Studies, Talwandi Sabo from Dec 25-27, 2019
3. Attended a One Week National Interdisciplinary Workshop on “Contemporary Issues and Approaches in Social Science Research” at Central University of Punjab, Bathinda from Oct 14-18, 2019



4. Attended a 2 Days Workshop on Innovations In Science At YCOE, *Talwandi Sabo* From Sept 15-16,2016
  5. Attended a 3 Days Workshop On Innovations In Science Organised By YCOE, *Talwandi Sabo* From Nov 12-14, 2014
  6. Attended 7 Days National Workshop On Research Methodology For Management And Statistical Analysis Using IBM SPSS At *ITM University, Gwalior* From May 26- June 1,2014
  7. Attended 7 days national workshop on research methodology for management and statistical analysis using IBM SPSS at *ITM University, Gwalior* from Dec 9-15, 2013
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### **SESSIONS CHAIRED**

1. Chaired technical session at Acted as Coordinator for Inaugural Session at national seminar on *Make in India: Issues and Challenges* at USBS, Punjabi University, Talwandi Sabo on 25<sup>th</sup> February,2016.
  2. Chaired Technical Session IV at national conference *on Issues And Innovations In Service Sector: Implications Of Management & Engineering Sciences* Organised By Baba Farid College Of Management & Technology, Bathinda On Sept 24-25,2015
  3. Acted as resource person for Plenary Session at national seminar on *Contemporary issues in management for sustainable development* at University School of Business Studies, Punjabi University, Talwandi Sabo on 18<sup>th</sup> February, 2015.
  4. Acted as Resource person at national conference on *Indian Banking: Emerging Challenges And Potential Strategies* Organised By DAV College, Malout On Mar 1-2, 2013
  5. Acted as Resource person at national conference on *Global Changes: Mapping Policies For Better India* Organised By DAV College, Malout On Feb 3-4,2012
  6. Chaired a Technical Session at national conference on *Indian Banking In The Global Era-Emerging Issues, Challenges And Opportunities* Organized By DAV College, Malout On Feb 23-24,2007
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## **INVITED LECTURES**

1. Delivered lecture on “*Job prospects: Recent trends and challenges*” at SBSBM University College, Sardulgarh on 2<sup>nd</sup> May, 2023
2. Delivered lecture on “*Personality development for career growth*” at Mata Sundri Girls College, Mansa on 16<sup>th</sup> March, 2023
3. Delivered lecture on “*personality Development to enhance career oppurtunities*” at SBSBM University College, Sardulgarh on 30<sup>th</sup> March, 2022
4. Delivered lecture on “*Use of soft skills in career growth and job prospects*” at Mata Sundri Girls College, Mansa on 30<sup>th</sup> March, 2022
5. Delivered lecture on “*Business Ethics*” in seminar on Business Ethics at Baba Farid College of Management and Technology, Bathinda on 14<sup>th</sup> Dec,2020
6. Delivered expert lecture on “*motivation*” organised by Mahatma Gandhi State Institute of public Administration, Punjab at Mansa on 13<sup>th</sup> Aug, 2014
7. Delivered guest lecture on *Relevance of Marketing* at Faculty development programme on marketing management organised by Guru Kashi College Talwandi Sabo in collaboration with MSME Development Institute, Ludhiana on 9<sup>th</sup> sep, 2013

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## **MEMBERSHIP OF PROFESSIONAL BODIES/ ORGANISATIONS**

Life member, Indian Commerce Association

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Dated

(Dr. Harpreet Singh)