

Name : Dr. Pratibha Singh
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BIOSKETCH:

Dr. Pratibha Singh is Asst. Professor (Research Track) in the area of Marketing. She has been a senior research fellow (SRF-UGC) at GGS IPU, New Delhi. After completing bachelors in commerce at Lady Sri Ram college for women, Delhi university, she pursued her masters in commerce with marketing and finance as specialization from Delhi University. She has also served as an adjunct faculty at Delhi University. Her research interest includes Social Media advertising, Consumer psychology, IoT innovation, Tourism, Sustainability and Emerging markets.

EDUCATION: (TOP 3/4)

PhD. in Management Studies, Guru Gobind Singh Indraprastha University, New Delhi.
“Response Effectiveness of Social Networking Site Advertising- A study of Indian Millennials using Facebook”, 2022

JRF- National Eligibility Test (NET) - Qualified JRF UGC-NET in Commerce, May, 2017.

Masters in Commerce (M.com) – Finance (Major), Marketing (Minor), 2017, Delhi University, India

Bachelor of Commerce, Honors, 2015, Lady Sri Ram College for Women, Delhi University, New Delhi, India.

Certifications

‘O’ Level Certification, DOEACC Society, National Institute of Electronics and Information Technology.

AREA OF INTEREST AND RESEARCH

Social Media Advertising
IoT innovation
Tourism
Sustainability

TEACHING COURSES AND NEW COURSES DEVELOPED

Consumer Behaviour
Customer Brand Management

Managing Diversity
International Business Environment
CSR, Human Values and Ethics

EXPERIENCE

- Assistant Professor, Marketing, Birla Institute of Management Technology, Greater Noida, India, April 01 2022-onwards.
- Academic Associate, Marketing, Birla Institute of Management Technology, Greater Noida, India, August 02 2022 – March 31 2022.
- Senior Research Fellow, Management Studies, GGS IPU, New Delhi, 2018-2021

RESEARCH PAPERS AND WORKING PAPERS

- Kumar, A., Sikdar, P., Gupta, M., Singh, P., & Sinha, N. (2022). Drivers of satisfaction and usage continuance in e-grocery retailing: a collaborative design supported perspective. *Journal of Research in Interactive Marketing*. (Emerald publisher, Indexed in Scopus and **B/ABDC** Journal)
- Singh, P., Gupta, M., Kumar, A., Sikdar, P., & Sinha, N. (2021). E-Grocery Retailing Mobile Application: Discerning Determinants of Repatronage Intentions in an Emerging Economy. *International Journal of Human-Computer Interaction*, 1-16. (Taylor & Francis publisher, Indexed in Scopus, SSCI, **B/ABDC** journal)
- Gupta, M., Sinha, N., Singh, P., & Liébana-Cabanillas, F. (2021). Instagram Advertising among Young Consumers in Wearable Fitness Trackers: The Moderating Role of Technology Acceptance Factors. *Journal of Global Marketing*, 34(5), 411-432. (Taylor & Francis publisher, Indexed in Scopus and **B/ABDC** Journal)
- Sinha, N., Singh, P., Gupta, M., & Singh, P. (2020). Robotics at workplace: An integrated Twitter analytics-SEM based approach for behavioral intention to accept. *International Journal of Information Management*, 55, 102210 (Elsevier publisher, Indexed in Scopus, SSCI, **A* /ABDC** journal)
- Sinha, N., & Singh, P. (2020). Social networking sites' advertising effectiveness: a systematic insight into literature. *International Journal of Indian Culture and Business Management*, 20(1), 37-59. (Inderscience publisher, Indexed in ESCI, **Web of Science**)
- Gupta, M., Sinha, N., Singh, P., & Chuah, S. H. W. (2020). Gender differences in the wearable preferences, device and advertising value perceptions: smartwatches vs. fitness trackers. *International Journal of Technology Marketing*, 14(2), 199-225. (Inderscience publisher, Indexed in Scopus, **C/ABDC** journal)
- Singh, P., Sinha, N., & Gupta, M. (2020). Popularity of Facebook hotel brand-page posts among consumers: a study of top ten international and domestic hospitality brands in

India. International Journal of Business and Globalization. (Inderscience publisher, Indexed in **Scopus**)

RESEARCH IN PROGRESS

- Consumer behaviour towards emerging technologies (AI, AR, IoT)
- Tourism 4.0
- Social media advertising
- Sustainable solutions- Green Mobility

CONFERENCE, SEMINAR PAPER AND PRESENTATIONS

- Sinha N., Gupta M. and Singh P. (2020). A study on m-learning adoption among students in rural India. 3-4 January 2020 Future of Learning 2020 Conference, IIM Bangalore
- Singh P., Gupta M., Kumar A., Sikdar P. and Sinha N. (2020) E-Grocery retailing mobile application: Discerning determinants of repatronage intentions in an emerging economy. 2-4 January 2020 Sixth Biennial Conference of the Indian Academy of Management, IIM Tiruchirappalli
- Singh P., Sinha N. and Gupta M. (2019) Cow welfare and CSR practices in India. 17-18 December 2018 5th International Management Conference (IMC5), Fortune Institute of International Business (FIIB), Delhi
- Sinha N., Gupta M. and Singh P. (2019) A study on online involvement of consumers with hotel brands on Facebook in India. 12-14 December 2019 7th PAN IIM World Management Conference, IIM Rohtak
- Sinha N., Singh, P. and Gupta M. (2019) Influence of Facebook brand-page posts on online engagement: A study of selected hospitality brands in India. 26 – 28 July 2019 IIMI-NASMEI Summer Marketing-IS Conference, IIM Indore.
- Sinha N. and Singh P. (2018) Exploring Gender Receptivity on the process and outcome of ‘Social Networking Site Advertising Evaluation’. 30 November – 2 December 2018 PAN IIT Management Conference, IIT Roorkee
- Sinha N. and Singh P. (2018) Understanding the dynamics and impact of Gratification and Socialization factors on Social media network advertising 12-13 October 2018 The 13th MAC Conference. Czech Technical University Prague, Czech Republic
- Sinha N. and Singh P. (2018) Unravelling the Effectiveness of Social Networking Site Advertising in the light of privacy concerns. 16 March 2018 International Conference on Business Research and Policy 2018. Chandragupta Institute of Management, Patliputra, Bihar

MDP SESSIONS, WORKSHOPS AND TECHNICAL LECTURES

- Participated in E-Faculty Development Programme on “Global Economy in Covid19: Opportunities and Challenges” conducted from 11-15 May 2020 at USMS, GGS IPU, New Delhi.
- Participated in Webinar on “The Economics of the Pandemic” held on 28th May, 2020, McGraw Hill.

- Participated in Webinar on “Impact of AI during Pandemic Times” held on 16th June, 2020, McGraw Hill.
- Participated in three days Management Development Programme on “Data Analytics using R” conducted from December 17-19, 2018 at Rukmini Devi Institute of Advanced Studies (RDIAS), New Delhi.
- Participated in one-week intensive Faculty Development Programme on “Advanced Research Methods & Techniques” conducted from 8-13th July 2019, New Delhi Institute of Management (NDIM), New Delhi.