

Name : Dr. Archana Singh
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BIOSKETCH:

Dr. Archana Singh is a PhD and M.Sc. in Statistics from University of Rajasthan, Jaipur. She is a Lean Six –Sigma green belt certified professional. She has 16 years of teaching experience in higher education and has taught in different Programs of Management, Engineering, Computer Applications, Commerce, Social Sciences and Life Sciences.

Currently she is teaching in post graduate program and in FPM/EFPM (equivalent to PhD) at Birla Institute of Management Technology. She believe in experiential learning and delivering the course in an application based environment. Has an intense interest in using software for data analysis. She has hands on software's like R- Programming, SPSS and MINITAB.

EDUCATION: (TOP 3/4)

- PhD in Statistics, Department of Statistics (University Of Rajasthan)
Thesis Title - A Statistical Analysis Of Impact Of Socio-Economic And Technological Changes On Milk Procurement In Rajasthan, 2012
- M .Sc. in Statistics (2004) , Department of Statistics (University Of Rajasthan), 2004
- Certification in Lean Six Sigma, conducted by KPMG, India,2016

AREA OF INTEREST AND RESEARCH

- Multivariate Statistical Analysis
- Marketing Research
- Consumer Behaviour
- Econometrics

TEACHING COURSES AND NEW COURSES DEVELOPED

- Business Statistics
- Quantitative Techniques in Management
- Business Research Methods
- Quantitative Research methods

EXPERIENCE

- Assistant Professor, Decision Sciences, Birla Institute Of Management Technology, Greater Noida, April 2013- onwards.
- Assistant Professor, Quantitative Techniques, Amity International Business School, Amity University, Noida, Nov2007-April 2013.
- Lecturer, Statistics/Mathematics, Gyan Vihar School of Engineering and Technology, Gyan Vihar Universe, Jaipur, Sep2006-Oct2007.
- Lecturer, Statistics, St.Wilfred's P.G. College, Jaipur, Jul 2004-Aug 2006.

ACADEMIC POSITIONS AND ASSIGNMENTS

- Program Coordinator, PGDM-IB, Birla Institute of Management Technology, Greater Noida, May 2018 – Present.
- Program Coordinator, 3C-BBA Program, Amity International Business School, Amity University, Noida, Nov2007-April 2013.
- Visiting faculty, Statistics, Department of Public Administration, University of Rajasthan, Jaipur, Dec2006-Oct2007.
- Visiting faculty, Statistics, Masters in Computer Application Programme, Seedling Academy, Jaipur, May2005-Aug2006.

RESEARCH PAPERS AND WORKING PAPERS

- Singh, A., & Srivastava, R. (2019). Seasonal variations in milk procurement and milk marketing: a case of the Rajasthan Cooperative Dairy Federation, India. *International Journal of Management Concepts and Philosophy*, 12(3), 239-254. <https://doi.org/10.1504/IJMCP.2019.100676>
- Singh, A., & Singh, A. (2018). Empowering primary government schools in Telangana (India) with information communication technology enabled education. *International Journal of Continuing Engineering Education and Life Long Learning*, 28(3-4), 373-383. <https://doi.org/10.1504/IJCEELL.2018.098069>
- Singh, A., & Srivastava, R. (2019). An Integrated Model for Predicting Buying Behavior of Young Smartphones Consumers. *International Journal on Customer Relations*, 7(1), 36. <https://search.proquest.com/docview/2297148663?accountid=145616>
- Srivastava R, Singh A, Digitising India through mobile applications – Measuring the success of the Indian Government. *J Manag Res Anal* 2018;5(1):52-56. Doi : [10.18231/2394-2770.2018.0010](https://doi.org/10.18231/2394-2770.2018.0010)
- Singh A, Kanchana K, A computerized content analysis of communication styles of chairperson of public and private banks in India. *J Manag Res Anal* 2018;5(1):15-21. Doi : [10.18231/2394-2770.2018.0004](https://doi.org/10.18231/2394-2770.2018.0004)
- Srivastava, R., & Singh, A. A Psychographic study on Ready-to-Eat food products using OCEAN Model. *Vol. 3, Issue No. 2, December 2016*, 116.

- Singh A & Sharma A, The Socio-Economic and Technological Factors Affecting Milk Procurement in Rajasthan, Indian Journal of Statistics and Application (IJSA,ISSN;2278-1106)Vol2, No.2, Dec 2012
- Naagar P, Sharma A & Singh A, A study of presence of seasonality in Rajasthan dairy industry, Indian Journal of Statistics and Application (IJSA,ISSN;2278-1106)Vol1, No.1, June 2012

RESEARCH IN PROGRESS

- Srivastava, R., & Singh, A. Have acquisitions impacted the performance of the Indian pharmaceutical industry? *Test Engineering and Management*. Vol 83: March/April 2020

BOOKS, CHAPTERS AND TECHNICAL REPORTS

Book chapter-

- Information and Communication Technology Enabled Education for Improved Learning Outcomes: A Case of Telangana State (December 2017), Knowledge Creation and Organisational Well-being, Publisher- Bloomsbury (ISBN; 978-93-84052-81)
- Reliability Engineering Principles for the Glass Industry Cluster in India: A Case of Glass Manufacturing Industry, Firozabad, Region India (December 2013) Knowledge Creation and Organisational Well-being, Publisher- Bloomsbury (ISBN; 978-93-84052-81)

EDITORIAL POSITIONS AND REVIEWS

- Assistant Editor, Amity Case Research Journal (IBSCON-2012 and IBSCON-2013)

CONFERENCE, SEMINAR PAPER AND PRESENTATIONS

- A content study of leaders' communication: special reference to the public and private bank, GLOGIFT 17 organized by Delhi School of Management, DTU, New Delhi & Global Institute of Flexible Systems Management.
- Information and Communication Technology Enabled Education for Improved Learning Outcomes: A Case of Telangana State (December 2016), International Conference of Management Cases organized by BIMTECH, Greater Noida and School Public Policy, George Mason University, Virginia, USA.
- Reliability Engineering Principles for the Glass Industry Cluster in India: A Case of Glass Manufacturing Industry, Firozabad Region, India(December 2013), International Conference of Management Cases organized by BIMTECH, Greater Noida and School Public Policy, George Mason University, Virginia, USA.
- Seasonal Variability in Milk Procurement in Rajasthan Dairy Industry (December 2010), 12th International Conference of International Academia of Physical Sciences organised by University of Rajasthan, Jaipur.