



Dr. Kamal Singh
Associate Professor

Possessing a Ph.D. in Marketing, he melds 12 years of academic and 5 years of managerial involvement in leading retail entities. His expertise ranges across marketing, retailing, and advertising management, with a focus on collaborative consultancy endeavors in the footwear sector. With 2 authored books on Consumer Behavior and Footwear Retailing, he boasts an impressive portfolio including 20+ research papers published in esteemed marketing and retail journals, highlighting his substantial contributions to the field of academics.

Research & Publications:

- ✚ Certified with *PEARSON PUBLICATION* in content development of various subjects like -B2B Marketing, Consumer Behavior.
- ✚ Paper Published in the INTERNATIONAL CONFERENCE ON WORLD ECONOMY 2030- SHOBHIT UNIVERSITY “A STUDY ON DIGITIZATION IN THE FIELD OF FOOTWEAR RETAILING”, dated 27-28 November 2018, ISSN-0973-449X.
- ✚ Paper published in JOURNAL OF EMERGING TECHNOLOGIES & INNOVATIVE RESEARCH “THE INFLUENCE OF RECENT TECHNOLOGICAL ADVANCEMENT ON FOOTWEAR RETAIL SECTOR OF INDIA”, Volume 6, March 2019.
- ✚ Paper published in “GLIMPSES – INTERNATIONAL JOURNAL OF HIGHER EDUCATION” on the topic “WOMEN ENTREPRENEUR: A NEW SUCCESS STORY” (ISSN No.22495711).
- ✚ Paper Publish in the book of EXCEL PUBLICATION- on the topic RURAL MARKETING A FUTURE BATTLE GROUND (ISBN-978-81-7446-842-0).

- ✚ Participated in international Conference held at Bangalore school of Business on the topic Traditional to Contemporary Management practices.
- ✚ Paper Publish in INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH IN ENGINEERING & MANAGEMENT.” TO Study the Determinants Affecting Consumer Footwear Retail Store Selection While Purchasing Footwear from Organized Retail Outlets of Delhi- NCR, Vol. 4 Issue-7 July 2020, ISSN- 2349-5162.
- ✚ Paper Published in INTERNATIONAL CONFERENCE PROCEEDING ON WORLD ECONOMY BY 2030, Dated – 27-28 November 2018, ISSN – 0973-449X.
- ✚ A Case study Published on “TRANSFORMATION OF INDIAN FOOTWEAR RETAIL INDUSTRY WITH THE ADVANCEMENT OF RETAIL TECHNOLOGIES- INTERNATIONAL CONFERENCE ON DISRUPTED TECHNOLOGIES: EMERGING PARADIGM WITH CHALLENGES”, Dated 11 March, 2020, and ISBN-978-81-939918-1-7.
- ✚ Paper Published on “A STUDY OF PRIMARY FACTORS RESPONSIBLE FOR THE SHIFT IN DECISION MAKING WHILE PURCHASING FOOTWEAR,’ IN INTERNATIONAL CONFERENCE ON BUSINESS INNOVATION & SUSTAINABLE GROWTH- Bizcon-2020, dated 24-25 January- 2020, ISSN- 0973-449X.

Book Published:

- ✚ Authored a book title “CONSUMER BEHAVIOUR & MARKETING COMMUNICATION” under Biztantra Publications (ISBN No. 978-93-5119-182-7).
- ✚ Authored a book title “Footwear Retailing” under KAAV Publications (ISBN No. 978-93-88996-36-5).

Membership:

- ✚ Member of INTERNATIONAL CHAMBER OF MEDIA & ENTERTAINMENT INDUSTRY – ICMEI for Advertising Services & Consultancy.
- ✚ Member of HINDUSTAN SCOUT & GUIDE AS CERTIFIED TRAINER FOR THE CHILDREN OF RURAL AREAS OF UTTAR PRADESH & HARYANA.
- ✚ Member of Footwear Association of Footwear of Bahadurgarh, Haryana.