

DEAN's PROFILE



Dr. Bhagwan Singh is the present Dean of School of Commerce & Management Studies (SCMS), Central University of Himachal Pradesh (CUHP). Under the School two Departments: Himachal Pradesh Kendriya Vishwavidyalaya Business School (HPKVBS) and Department of Commerce (DoC) and Centres like Centre for Entrepreneurship etc.

Dr. Singh is ex-officio Chairman of the School Board of the SCMS and Ex-officio members for the other departments/Centres within the SCMS. He is also the member of the Academic Council of CUHP and also Coordinator MOOCs Prakoshtha of CUHP.

He has also been Former Chairman & Vice Chairman, Computer Society of India (CSI), Varanasi Chapter, Region – I. He has been Guest Editor in April 2019 CSI Communication and has book reviews, papers in various Volumes of CSI Communication, to his credit. He has introduced *CRISP* Model for Research/Thesis/Project (RTP) presentation which is flourishing and being welcomed & adopted by Central/Regional/State Universities and reputed esteemed Colleges/ Organization/ Government of India.

Dr. Singh graduated in Commerce (B. Com) from the University of Allahabad, Allahabad and has his Master's in Business Administration (MBA) from Chhatrapati Sahuji Maharaj University (CSMU), Kanpur, U. P. His doctoral degree (Ph D) is awarded from VBS Puravanchal University, under the guidance of Dr. G. S. Rathore, Former Dean & Head, Faculty of Commerce, Udai Pratap Autonomous College, Varanasi, U. P.

His research interest and work areas are marketing and information technology. His core thrust areas are Web-based Advertising (WBA), Green Marketing, Entrepreneurship; Mobile based Marketing (MBM) and Internet Based Marketing (IBM). To his audit, he has written more than 40 articles/papers in the knowledge national and international journals/magazines and edited books.

He has also authored TWO books namely: *Web based Advertising: A tool of Digital and Internet Based Marketing* and *Internet Based Marketing: Trends, Issues and Challenges for Digital Marketing & Web Based Advertising*.

He is an adept speaker and reflects on both academic and social issues. He has been invited to chair management sessions in seminars, conferences and as a resource person in marvel shops and in science department programs. He has organized faculty department program (FDP) as Capacity Building Program (CBPF) by ICSSR.

He has been acknowledged as a great teacher, academician and a researcher. His four students have achieved the Doctoral Award in the domains of Net Banking, Green Marketing and Mobile Marketing. One of the Research Scholar is doing Post Doc after his Ph D. under him. He can be contacted through email: bhagwansingh.bs@gmail.com; Mobile: 09816481037.