

Resume / Gist of Dr. Bhagwan Singh



Dr. Bhagwan Singh is the founder Dean of School of Commerce & Management Studies (SCMS), Central University of Himachal Pradesh (CUHP). Under the School two Departments: Himachal Pradesh Kendriya Vishwavidhalaya 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 is State Coordinator of Student Chapters of Himachal Pradesh, CSI. 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 invested to chain 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.

Dr. Bhagwan Singh,

Founder DEAN, School of Commerce & Management Studies (SCMS),
Central University of Himachal Pradesh [CUHP],
Dharamshala, District: Kangra,
Himachal Pradesh - 176215

Former Head of Department (HoD),
Marketing & Supply Chain Management (M&SCM),
School of Business & Management Studies (SBMS), CUHP

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Cheelgarhi, Dharamshala, Dist. Kangra - 176215, H. P.

19 Years + of Teaching Experience in Institutes & Organizations after PG:

Current Organization	Designation	Duration	Job Profile
Founder Dean, School of Commerce & Management Studies (SCMS), CUHP	Founder Dean of School	6 months	Academics & Administration
Department of Marketing & Supply Chain (M&SCM), School of Business & Management Studies (SBMS), Central University of Himachal Pradesh (CUHP), Dharamshala, H.P.	Head of Department (HoD)	25 th February 2013 to 20 th May 2019.	Academics & Administration
Department of Marketing & Supply Chain, School of Business & Management Studies, Central University of Himachal Pradesh, Dharamshala, H.P.	Associate Professor	19 th March 2012 to till date.	Academics & Administration
Immediate Previous Organization	Designation	Duration	Job Profile
RSMT, Udai Pratap Autonomous College, Varanasi, U. P.	Assistant Professor	October 2005 to 16 th March 2012	Academics & Administration

Duties & Responsibilities as Administrator & Policy Maker:

- Founder Dean, School of Commerce & Management Studies (SCMS)
- Member, Executive Council, CUHP since November 2019
- Member, Academic Council, CUHP since 2013
- Founder Chairman, R&D Cell, SCMS, 2019
- Dean (Incharge), School of Business Management & Studies (SBMS) (In Convocation 2017)
- Head of Department (HoD), Dept. of Marketing & Supply Chain Management (M&SCM), SBMS, CUHP (Feb 2013 - May 2019)
- Coordinator, MOOCs Prakosht, CUHP since 2015
- Chairman, Board of Studies, M&SCM, SBMS (Feb 2013 - May 2019)
- Chairman, Tender Bid Committee, Centralized Committee for All Tenders of CUHP
- Chairman, Management Research Circle, SBMS, (2014-2017)
- Member, School Board, SBMS, (March 2012 - May 2019)
- Member, e-LMS, (e-Learning Management System), CUHP
- Member, WDC (Website Development Committee), CUHP
- Course Director, National Workshop (14 Days) in Capacity Building Program of Faculty (CBPF) Sponsored by ICSSR of Rs. 9,40,000/= in Dec 2013.
- Former Chairperson, Management Society, SBMS
- Former Chairman & Vice Chairman, Computer Society of India (CSI), Varanasi Chapter, Region - I
- Former Sectional Member (among Four member all over India) of ICT&CS Chapter of Indian Science Congress Association (ISCA)
- Resource Person, e-PG Pathshala of UGC.
- Associate Editor in International Journal of Economics and Managerial Thoughts.
- Member Editorial Board, Global Journal of Enterprise Information System (GJEIS) listed in UGC approved list for CAS and direct recruitment of 2016-17 No as: 13667 with current impact factor 1.68.
- Chairman/Member and External Expert, Various Committees in Policy making, Viva Voce and Inspections, HPTU, Hamirpur, H. P.
- External Expert in Management Subjects, HPU Shimla, and NIT Hamirpur, H. P.

Books Authored

- Singh Bhagwan (2017), Web Based Advertising: A Tool of Digital & Internet Based Marketing, 1st Edition, Anamika Publisher, New Delhi.

- Singh Bhagwan (2015), Internet Based Marketing: Trends, Issues & Challenges for Digital Marketing & Web Based Advertising, 1st Edition, Anamika Publisher, New Delhi.

ACHIEVEMENTS / AWARDS

- Received Best Teacher Award from Rotary Club Dharmshala, H. P. (2012)
- Received Best Teacher award in 2011, from the hands of Honbl'e Vice Chancellor, Mahatma Gandhi Kashi Vidyapeth State University, Varanasi organised by JDIMT, Varanasi
- First Best Paper Award in Feb 2010, among almost 218 papers screened from all over the world in International Conference organised by Gardi Vidyapith University in Rajkot, Gujarat.
- Chaired several International & National FDP / Seminars / Workshops/ Conferences as a regular activity.
- Members of Following Organizations/Societies
 - ISCA - Indian Science Congress Association (Life Member)No.L16507
 - CSI - Computer Society of India (Life Member) No.01102839.
 - ICA - Indian Commerce Association (Life Member) No.UP489.
- Guiding as Supervisor a Post Doc Student Dr Sachin Kumar in the Area of Green Marketing.
- Have More than 30 publications and have attended more than 41 International & National Conferences & Seminars. He has presented more than 51 papers in International & National Conferences & Seminars.
- Taken various Guest lecturers in reputed organizations and Universities on IT, Web Based Advertising & Marketing.
- Conducted National FDP/Seminars/Workshops/Conferences as a regular activity.

ONLINE PRESENCE/WEB LINKS

- CUHP official Website. Link: <http://cuhimachal.ac.in>
- Have been Resource person for 3 Courses (M-7, M-18 & M-20) in e-PG-Pathshala a venture by MHRD & UGC. Link: http://epgp.inflibnet.ac.in/view_f.php?category=1408
- Advisory/ Motivational Lecture for youth on YouTube for seeking admission. Link: <https://www.youtube.com/watch?v=TrfI4loNki0&t=202s>

CONSULTANCY / GUIDANCE / SUPERVISION

- 05 (Five) Research Scholars got enrolled on Latest & Current topics of Marketing & IT among which FOUR (04) are awarded Ph D on Green Marketing, Net Banking and Mobile Marketing. One (01) is doing Post Doctorate.
- Consultancy & Guidance to Private Firms / Educational Organization / NGOs for Marketing & Branding, focused on Web based activities, Advertising, Event Management and its Sales & Marketing.

QUALIFICATIONS:

Post PG:

Ph.D. awarded in Commerce in 2011 (Batch 2008-2010); bearing Topic "A Study of the Prospects and Problems of Web Based Advertising in Eastern U.P." from VBS Purvanchal University, Jaunpur, Uttar Pradesh; under the guidance of Dr G S Rathore, Former Dean & Head, Faculty of Commerce, Udai Pratap Autonomous College, Varanasi, U. P.

PG: MBA (1998-2000) from CSJM Kanpur University, Kanpur, U. P., specialized in Marketing

UG: B. Com (1993-1996) from Allahabad University, Allahabad, U. P.

Basic Academics:

- 10+2 from St. John's School, D.L.W., Varanasi, U. P., ISC Board in 1993
- 10th from St. John's School, D.L.W., Varanasi, U. P., ICSE Board in 1991
- 6 to 8 from St. Mary's Convent School, Cantt., Varanasi, U. P.
- Primary to 5th from St. Fidelish School, Aliganj, Lucknow, U. P.

ADDITIONAL IT QUALIFICATIONS:

- Topper of Honors in System Management [HSM] from NIIT - CEC [Computer Education Centre] Allahabad, U. P. in 1994-1996.
- PGDCA in 1st Division from Udai Pratap (U.P.) Autonomous College, Varanasi, Uttar Pradesh (U. P.) in 2011

- Date of Birth : 3rd January 1976 (03/01/1976)
- Proficient in Languages : English & Hindi
- Marital Status : Married
- Nationality : Bhartiya,
- Country : Bharat
- Permanent Address in U. P. : SH-3/163-10-A, Shahzadi Niwas,
Sharwaswari Nagar Colony, Nawalpur,
Shivpur, Varanasi, Uttar Pradesh - 221003.

- Residential Address in Himachal Pradesh:
M - 58, "Shiv Murti Niwas",

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