**Dr Mahendra Singh**

Ph.D., UGC-NET-JRF, M.B.A., B.Sc.

Assistant Professor Business Administration

School of Management Sciences,

Central University of Jharkhand, Ranchi,835205, India Ph.+917903401174,e-mail-:[mahendra.singh@cuj.ac.in](mailto:mahendra.singh@cuj.ac.in)

# Academic experience

* Assistant Professor (Business Administration), Central University of Jharkhand, Ranchi, From Jan 2012, to up to the date.
* Lecturer, Institute of Management Sciences, University of Lucknow, From December, 2009 to January2012.

# Educational qualifications

* Ph.D. in Management, on the topic “Business Analytics and Information Technology in Supply Chain Operational Performances: A Study of Indian Plastics Industry” from Institute of Management Studies (FMS), Banaras Hindu University,Varanasi.
* UGC- NET in Management for Lectureship and UGC-JRF
* Master of Business Administration, from Uttar Pradesh Technical University, Lucknow, (2005-2007).
* Post Graduate Diploma in Plastics Processing and Testing Technology, Central Institute of Petrochemicals Engineering and Technology, Chennai (2002-2004)
* Bachelor of Science from University of Lucknow,(1999-2002)

# Academic and Research Areas of Interest

* Production & Operations Management
* Supply Chain and Logistics Management
* Total Quality Management
* Industrial Marketing Management
* Case Studies

# Research Guidance/Projects/Consultancies

# Ph.D. Guidance, 03 Scholars in areas like Reverse logistics, Total Quality management, PG Projects Guidance

# Completed Consultancy: Enhance customer service and Employee motivation, as Co-PI for M/s Wool House, Ranchi, 2022.

# Publications

* H.S. Bal, **M.Singh**, IMC and its impact on intention to use Mobile based fitness apps, Vol.43 Issue 6, (2022), Journal of Information and Optimization Sciences.
* **M.Singh**, P.Pushpanjali, N.Bhatia, C. Nagapavan, R. Prabhakar, India Water Resource Information Systems (India WRIS): Managing water resources information for better strategies and policies, 4 (S.I), (2022),The Indian Economic Journal.
* **M Singh**, R Prabhakar, Systematic literature review on application of business analytics & information technology in supply chain performances Vol 38, No.1 (2021), International Journal of Services and Operations Management.
* J. Singh, Km. Kamna, **M. Singh**, Inventory pricing strategy considering product returns for deteriorating items with multi-variate dependent demand, Vol 21 No.4, 2022, International Journal of Management and Decision Making.
* **M Singh**, R Prabhakar, Transforming Supply Chain by Internet of Things: A Review of Scope and Challenges” Amity Journal of Computational Sciences, Volume: 2, Issue:1, June2018.
* **M Singh**, R Prabhakar, Business analytics: an application focus by PurbaHalady Rao, a book review in Vilakshan – XIMB journal of management. Vol. 15, issue March 2018.
* **M Singh**, BPR Project for Dramatic Improvements in Direct Tax Collection in India: A Case Study, Anvesha8 (3),2015
* **M Singh**, Factor Rating Method: Vendor Evaluation System, SCMS Journal of Indian Management 12 (1), 2015
* **M Singh**, Hero Motocorp'sQuest for Efficiency and Effectiveness in Supply Chain Management: A Case Study of Direct On-Line Supplies System, IUP Journal of Operations Management 15 (2),2016
* **M Singh**, S Raj, R. Prabhakar, Corporate citizenship and practices of Indian aviation industry, International Journal of Engineering and Management Sciences,7 (1), 2016.
* S Raj, R. Prabhakar, **M Singh**, Children’s buying behavior for food products: Review of scope and challenges, IUJ Journal of Management, 6(2), 2018
* R. Prabhakar, **M. Singh**, C. Nagapavan, Ensuring energy security in rural India-a case study on Rajiv Gandhi Gramin LPG Vitrak (RGGLV) Yojana. Global Management Review 9 (3),2015.
* **M Singh**, K Bauddh, Scientific Terminology in Commercial Advertisements, Science Reporter 51 (08), 2014
* **M Singh**, Distribution of petroleum products by Indian OMCs: Challenges in supply demand and price,4 (4), 2013, International Journal of Engineering and Management Sciences.
* Faculty Development as a source of Competitive Advantage for the Management Institution in edited Book„ Faculty Development in ManagementEducation:Issues,Perspectives,ComponentsandChallenges‟MTC Global ISBN: 978-81-922178-2-6,2013
* Implementing TQM for product quality and customer satisfaction, conference proceeding ISBN 978819313921, published by IBS SRMS,2015.
* Application of Benchmarking process in TQM as tool of continuous improvement, in Book titled: India becoming world leader (9789382518471) by 2020 published by Indra Publishing,2013.
* KVIC and Implementation of Prime minister’s employment generation programme (PEGP), in edited book: Entrepreneurship and Innovation, 9788185245997 by SGC Ajmer, 2012.
* The Dynamics of integration of Capital Markets in South Asia, in edited book: Financial Markets and services: Emerging trends, 978936869 836, Excel India publishers, 2015.

# Research paper presentations

* A Study on application of total quality management practices in Indian automobile industry at ICRTEM 2022, RR Insitute of Technology Bengaluru, India, August 2022.
* Practicing usage of returnable packaging for sustainable manufacturing: A Systematic review, presented at IIIT Allahabad, February 2019
* Construct development for measuring application of business analytics & Information technology in SCM performances, presented at MDC organized by VGSOM, IIT Kharagpur2018
* Business Analytics in Managing Supply Chains: A Systematic Literature Review, poster presented at POMS Workshop organized by ISB Hyderabad,2016
* Transforming supply chains by internet of things: a review of scope and challenges in 2015, at ICFAI University,Ranchi.
* Evaluating application of business analytics in supply chain performances in Indian manufacturing industry at1st international conference on Business Analytics and Intelligence organized by IIMB, Bangalore, December2013
* “Assessing Transportation Problems of Agricultural Producers of Rural India: A Study of Jharkhand” presented in national seminar organized by Central University of Jharkhand Ranchi (September2013)
* “Corporate Social Responsibility in the Indian Aviation Industry”, presented in national seminar organised by ICFAI University Jharkhand, Ranchi (September2013)
* “Sewadharma: Principles of Successful Subordination from Panchatantra” presented in National Conference organized by SRCC, University of Delhi, Delhi (April2013)
* “Enabling differently-abled through EuroAble: A case study on Equal Opportunity to the differently-abled community” presented at International Conference jointly organized by IIT Delhi and Curtin University Australia(2012).
* “Study on Business Process Reengineering for Bringing Dramatic Improvements in Direct Tax Collection at Income Tax Department” presented at XVI Society of Operations Management Conference organized by IIM Lucknow, IIT Delhi and Grand Valley State University(2012).
* “Distribution Strategies for Oil Marketing Companies for Coping with High Demand of Petroleum Products in India” presented at 4thGBMF International conference organized by Global Business and Management Forum, USA at GHS-IMR Kanpur(2012)
* “Total Cost Management for Optimizing Performance of Supply Chains” presented at National seminar organized by ICFAI University Jharkhand(2012).

# Workshops, Trainings and Faculty development Programs

* Resource person for ICSSR Sponsored RM workshop and UGC HRDC-Ranchi University (topics like SEM, Reliability and Validity)
* Delivered invited lecture on Quality culture-A Theoretical framework, in FDP-QIP organized by IQAC CUJ Ranchi, 2022.
* Delivered invited lecture on Analytics driven supply chains , FDDI Chandigarh, 2022,
* Delivered invited lecture on Review of literature using Mendley, SWAM 2022 BIT Mesra, Ranchi, 2022
* Delivered invited lecture on India Toy fair organized by Press Information Bureau (GoI), Ranchi, 2021
* Delivered invited lecture on “research process design” at 10 days research methodology workshop a CUJ, Ranchi, April 2019
* Resource person for Staff Induction Program for newly appointed non teaching employees, CUJ, Ranchi, 2018.
* Delivered invited lecture on “ecommerce and payment gateway” at SRMU, Lucknow, June 2018
* Research Methodology and data analysis with SPSS, organized by IMS, BHU,2016
* Completed 2 week refresher course on Research methodology (TLC RC, University of Delhi)2021
* Completed ATAL FDP on Internet of Things, 2020.
* Completed TEQIP STC on Effective logistics for sustainable environment, NIT Jalandhar, 2020.
* Business Analytics with R, Organized by MSME training Centre,2016
* Training Programme on Soft Computing Techniques for Optimization at ABV-IIITM Gwalior March2013.

# Other relevant information/responsibilities held

* Administrative Warden (Boys Hostel) CUJ, Ranchi
* Member School Board, School of Management Sciences, CUJ, Ranchi
* Member Institution Innovation Council (IIC)
* Innovation Ambassador (MoE,IIC)
* Member Convocation Committee, 2022 and 2020
* Member of Board of Studies, Department of Business administration, CUJ, Ranchi
* Member Board of Studies, IMS, University of Lucknow (2010-2012).
* Warden, Boys Hostel, Central University of Jharkhand, Ranchi
* Member Central Examination Committee Central University of Jharkhand, Ranchi
* Member NAAC Committee Central University of Jharkhand, Ranchi
* Member AICTE Committee Central University of Jharkhand, Ranchi
* Member of different cultural/events organized, Central University of Jharkhand, Ranchi
* Member, Editorial Board, Annual Magazine, Central University of Jharkhand, Ranchi
* Member, University Placement Cell (2014), CUJ, Ranchi
* Member Admissions Committee, CUJ, Ranchi
* Estate officer I/C, Central University of Jharkhand, Ranchi
* Good exposure on analysis software Smart PLS for structural equation modeling (SEM).
* Reviewer for Emerald Publishing, External Examiner for Ph.D. thesis

Ranchi Mahendra Singh