



Name: Mr. AMIT KUMAR SINGH

Designation: Assistant Professor and Deputy Head

Department: Department of Business Administration

Phone No(s): 9415894177

Email: amit.vns1@gmail.com

Qualifications: Ph.D. Pursuing (Thesis Submitted), MBA

Experience: 21 YEARS

Area of Interest: Marketing

Publication: 5

Book/Book Chapter:

Patent:

Sponsored Projects:

Consultancy:

AMIT KUMAR SINGH

Assistant Professor

Department of Management

DOB: 31st July 1979

H. No.Shiv – 15/182, A-1-P,

Bharlai –Shivpur Bypass,

Varanasi- 221003

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Personal Profile as a Whole:

- More than 20 years of Teaching (15 years), Business Development and operations (6 years).
- Experienced in Handling Channel Sales, Institutional Sales, Corporate Sales, Government Sales and Concept saling.
- Experienced in building and maintaining strong market presence.
- Track record of developing Underdeveloped and Dormant territories into profit centers utilizing innovative sales techniques.
- Experience of developing marketing strategies, identifying prospects and making pitches and presentations that carries in depth analysis.
- Self-starter and able to work independent as well as part of a team to accomplish organization goals.
- Strong abilities to define and meet the targets.

WORK EXPERIENCE:

Assistant Professor;

1) **ASHOKA Institute of Technology and Management. (Since Jan-2016 and continuing till date).**

- The institute is recognized under top ten in U.P. It is affiliated by AKTU U.P.

Responsibility;

- Teaching specialization paper of **Marketing**.
- Teaching **Operation Research, Business Environment, Organizational Behaviour**.
- Organized various events as **Coordinator (Educational, Cultural etc.)**.
- Members of various committees i.e. **NBA, IQAC, Newsletter etc.**

Assistant Professor;

2) SAMS Institute of Hotel & Business Management. (Oct -2008 to Dec-2015)

- The institute is recognized and accredited by U.P Government .Punjab technical university, AIMA, National H.R.D Network, AICTE and CII. This is the only ISO 9001>2000 certified institute in North Eastern India.

Responsibility;

- Also look after HR and Administration of the whole Institution.
- Teaching Specialization paper of **Marketing**.
- Teaching **Business Environment, PPM, OB**.
- Members of various committees i.e. **Grooming, Discipline, Hostel**.

3) Perfectpac Limited.

(Jun –2008 to Oct-2008)

- Company is the largest producer of EPS Insulation material (they have entire range Of Insulation material) in organized sector.

Responsibilities:

- Developing strategies and operational plans for business expansion.
- Identification of new business area and their development from the stage of generation to execution of order and conversion.
- Maintaining liaisoning between the company and corporate.
- Maintaining records, feedback and market intelligence.

4) ICICI Prudential Life Insurance Co. Ltd. (May- 2006 to Jun-2008)

Responsibilities:

- Organizing timely execution of all the assigned works.
- Exploring market presence through new customer identification and development.
- Recruitment of advisors and training them.
- Handling the whole team of advisors and setting goals for the team for the group activity.
- Maintain the coordination among the team members and facilitating them in sales procedure if required.

5) Hindustan Coca-Cola beverages Pvt. Ltd. (New Delhi). (Jan-2005 to May-2006)

Responsibilities:

- Organizing timely execution of all the assigned works.
- To maintain coordination sales by forecasting the timely delivery of equipment to handle customer sale and support enquiry effectively.
- Responsible for conducting market survey for introducing new range of product and solutions for better performance of current products.
- Exploring market presence through new customer identification and development.
- Sales responsibility through channels, Corporate, Institutional and call centers.

6) Goyal Cosmetics (India) Pvt. Ltd. Varanasi. (Jul-2003 to Dec-2005)

Responsibilities:

- Organizing timely execution of all the assigned works.
- Developing strategies and operational plans for business expansion.
- Managing distribution and Sales.
- Maintaining records, feedback and market Intelligence.
- Working as an Interface in both Government and all Private Corporate.
- Responsible for achieving the individual as well as team targets.

7) Reliance Infocomm Ltd. Varanasi: (April-2002 to June-2003)

Responsibilities:

- Identification of new business areas and their development from the stage of generation to execution of order and conversion.
- Working as an interface in both Government and Private Corporates.
- Appointed new dealers, Setup the entire network of dealers and distributors.
- Identifying prospective clients and make inroads via presentations and gatherings.

Summer Training:

- **Rungta Irrigation Ltd. (Professional training), New Delhi. :**
(Under topic - Market condition of PVC pipes.)

International and National Research Papers ;

- Paper Published on “**A Study on Advertising on Consumer Buying Behavior**” in “A UGC care listed Journal (NIU International Journal of Human Rights). ISSN: 2394-0298 Vol.10 (II) in 2023.
- Paper Published on “**A Comparison of the impact of advertising on Customer Buying Behavior through Different Media**” in International Journal of Information Technology and Management. ISSN: 2249-4510, Vol.16, Issue No. 1 in February 2021.
- Paper Published on “**A Study on Advertising Effect on Customer Buying Behavior Through Various Media**” in International Journal of Information Technology and Management. ISSN: 2249-4510, Vol.15, Issue No. 1 in February 2020.
- **Presented a paper titled “Salesmanship-Past and Present”** National Conference on “Emerging Trends in Science, Technology & Management” held on 2nd & 3rd November 2018.

Conferences and FDP:

- Participated in Live Webinar on “**Advances in Multidisciplinary Research & Practices**” organized by Ignited Universe in association with Shri Krishna University, Chhatarpur on 28-05-2022.
- Participated in Live Webinar on “**Research Methodology & Research Presentation**” organized by Ignited Universe in association with Shri Krishna University, Chhatarpur on 05-10-2020.
- National Seminar on **Women Empowerment** on 27th April 2019. Organized by Mangalayatan University, U.P.
- FDP on “**Modern Optimization Techniques for Engineering and Scientific Application**” sponsored by Dr. A.P.J. Abdul Kalam Technical University, Lucknow, U.P. during June 25-29, 2018.
- National Conference on “**Emerging Trends in Science, Technology & Management**” in Nov 11th & 12th, 2017.
- FDP on “**Perspective of Modern Teaching Techniques & Uses of Class Studies Experiential Learning**” at Ashoka Institute of Technology & Management, Varanasi on 23rd July 2016.
- FDP conducted by Mrs. Lakshmi Kaul ,organized by SAMS Institute of Hotel and Business Management, Varanasi, U.P. on 15th June,2010

- National Seminar on “**Impact of Upliftment of Rural Poor in Eastern Uttar Pradesh**” organized by Udai Pratap Autonomous College, Varanasi, U.P. on 20th & 21st March, 2010.
- U.G.C. National Seminar on “**CHILD LABOUR – A SOCIAL EVIL**” organized by Kameshwar Prasad Singh College, Nadwan, Patna (A permanent Affiliated Unit of Magadh University Bodh Gaya) on 31st -1st Feb, 2010.
- U.G.C. sponsored National Seminar (In collaboration with Economic Association) on “**Role of Economics in Changing The Face of Rural India**” organized by P.G. Dept. of Economics, Samastipur College, Samstipur, Bihar, on (th & 10th February , 2007.
- National Seminar On “**Growth and Diversification of Agriculture in Eastern State**” organized by Indian Economic Association at Inidra Gandhi Science Complex- Planetorium (Tara Mandal), Patna, on 26th to 28th March, 2006.

Academics:

A) Ph.D. :-

Topic	Date of Registration	University	Current status
Effect of advertising on customer buying behavior through various media: A comparative analysis	2019	Shri Krishna University, Chatarpur, M.P.	Thesis Submitted

B) Specialization (MBA) ;

- 1) **Marketing (Major)**
- 2) **IT (Minor)**

C) Project ;

- 1) **75 (Seventy Five)** Industrial and Institutional Projects supervised to Post Graduates students (MBA).
- 2) Factor affecting women buying behavior for Household items.

D) Teaching experience: 15year

E) Computer Proficiency : Ms-office, Windows 98, 2000,2008, 2010

F)

S.N.	Degree	Institutions	University/Board	Year
1	MBA	RSMT , Varanasi	U.P. Technical University, Lucknow	2003
2	B.Sc. (Bio.)	U.P.Autonomous College , Varanasi	Purvanchal University, Jaunpur	2001
3	Intermediate	U.P. Inter College, Varanasi	U. P. Board, Allahabad	1997
4	High School	U.P. Inter College, Varanasi	U. P. Board, Allahabad	1994

Hobbies and Interests:

- Traveling, Reading Books and Making Friends.

Personal Profile:

Father's Name : Sri Umesh Kant Singh
Mother's Name : Smt. Indu Singh
Marital Status : Married
Nationality : Indian
Permanent Address : Shiv 15/182 A-1-P
Bharlai, Shivpur By-Pass,
Varanasi- 221003
Contact No. : +91-9415894177

Declaration:

I hereby declare that all the information above is true to best of my knowledge.

(Amit Kumar Singh)