



Dr.V.K.Singh (Prof.)

Areas of Interest: Advertising, Marketing & Event Management.

PROFESSOR

**FACULTY OF MANAGEMENT STUDIES [FMS]
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HARIDWAR, UTTARAKHAND.**

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QUALIFICATIONS:

- Ph.D. (Business Administration)
- M.Phil. (Business Administration)

VISITING FACULTY/PROFESSOR:

- SCAS, Oman
- UCT, South Africa
- UoAS, Slovakia
- CU, Egypt
- Doon University, Dehradun
- IITR, Saharanpur Campus
- Alhusan University, Abu Dhabi
- Himgiri Zee University

TEACHING AREA(s):

**Advertising Management, Marketing of Services,
Marketing and Event Management.**

RESEARCH PAPERS PUBLISHED: 53

- International Journals - 19
- National Journals - 21
- Proceedings - 13

EXPERIENCE:

- Indian Air Force (7 years)
- Teaching (20 years)

BOOKS AUTHORED: 12

RESEARCH AREA(s):

Advertising, Marketing & Event Management.

Ph.D. SUPERVISION:

- Awarded - 20
- Under Supervision - 06

WORKSHOPS ATTENDED: 09

CONFERENCES ATTENDED: 49

- International Conferences Attended: 13
- National Conferences : 36

**CONFERENCES/WORKSHOPS/OTHER EVENTS
ORGANISED in INDIA and ABROAD:23**

**MEMBERSHIP OF PROFESSIONAL
BODIES: 5**

COUNTRIES VISITED:14

**Egypt, South Africa, France, USA, Germany, United
Kingdom, Switzerland, Sultanate of Oman, UAE,
China, Austria, Hungary and Slovakia, Japan**

ICSSR/UGC PROJECTS: 2

- ICSSR-Minor Project(Completed)
- UGC-Major Project