




## Faculty Details ProformaDU

Title	Dr.	First Name	Bhupinder	Last Name	Singh	Photograph
Designation		Associate Professor				
Address		H. No. 425/3 Chanders Quarters Rampura, Delhi				
Phone No Office						
Residence						
Mobile		9811020349				
Email		Bhupinder.singh@cvs.du.ac.in				
Web-Page						
<b>Educational Qualifications</b>						
Degree		Institution			Year	
B Com (H)		Rajdhani College, Delhi University			1996	
CS (Final)		ICSI, Lodhi Road			2000	
LL B		Delhi University			2001	
PGD Business Administration		Annamalai University			2004	
M Com		CCS University, Meerut			2006	
M Phil		The Global Open University Nagaland			2009	
PGD International Business		Annamalai University			2010	
Ph. D		Jamia Millia Islamia University, New Delhi			2016	
<b>Career Profile</b>						
<p>I am working as an accomplished Associate Professor of Commerce at the prestigious College of Vocational Studies, affiliated with the University of Delhi, since July 2008. With a diverse educational background spanning economics, finance, and management, brings a wealth of knowledge and expertise. My academic journey includes a B Com (H), M com, Mphil, and Ph.D. in Commerce and Business Studies, with a focus on tourism destination growth and development strategies apart from this I have done LL B, PGD Business Administration, PGD International Business, PGD Financial Management and CS (Final). Apart from academic I have completed various administrative duties such as coordinating syllabus revisions, serving as an academic counselor, convener NSS and NCC, convener Time Table committee, Deputy Superintendent Examination and also engaged in various social and community activities, including overseeing the National Cadet Corps and contributing to initiatives like NSS and gender equality programs. I have written 10 research paper/article and participated more than 50 FDP/workshops/seminars.</p>						
<b>Administrative Assignments</b>						
Convener Time Table Committee, Convener Screening committee BMS, Teacher Incharge BMS, CTO NCC						
<b>Areas of Interest / Specialization</b>						
Marketing, advertising, tourism management						
<b>Subjects Taught</b>						
Advertising, International Marketing, Marketing Management to BA (VS) students						
<b>Time table of the subjects taught during the current semester</b>						

S.No.	Subject	Days	Time	Classroom
1	Advertising	Monday,	11:30 – 12:30, 12:30-1:30	BA (VS) MMRB III
2	Advertising	Tuesday	11:30-12:30, 12:30-1:30. 1:30-2:30	BA (VS) MMRB III
3	Advertising	Wednesday	11:30-12:30, 12:30-1:30	BA (VS) MMRB III
	Advertising	Thursday	11:30-12:30, 12:30-1:30	BA(VS) MMRB III
	Advertising	Friday	12:30-1:30	BA(VS) MMRB III
<b>Research Guidance</b>				
<b>Publications Profile</b>				
I have written and presented 10 research papers/articles, in India and abroad				
<b>Publications in the Last one year</b>				
An article on “Influencer Marketing: Who are they?” International Journal of advance research in Commerce, Management, and Social Science (IJARCMSS) ISSN: 2581-7930, Vol 05, No. 04(II), Oct-Dec 2022, pp 183-192.				
<b>Conference Organization/ Presentations (in the last three years)</b>				
<b>Research Projects (Major Grants/Research Collaboration)</b>				
<b>Awards and Distinctions</b>				
<b>Association With Professional Bodies</b>				
Lifetime Member Indian Accounting Association Lifetime Member Indian Commerce Association				
<b>Other Activities</b>				

Bhupinder Singh

Signature of Faculty Member