

Ajwinder Singh
 UGC-NET (MBA- MARKETING/IT)
 Email: ajwinderdhillon@gmail.com

Current Employer: Apeejay Institute of Management Technical Campus, Jalandhar
Position: Assistant Professor

ACADEMIC CREDENTIALS: _

COURSE	NAME OF THE INSTITUTION	BOARD/UNI.	YEAR	%AGE /DIV
UGC-NET	Qualified		2012	
Ph.D.	Course work completed Synopsis submitted	PTU	2011	
MBA	Army Institute of Management and Technology, Greater Noida, UP	GGSIPU, Delhi	2008	70% / 1 st
B.Sc. (C/M)	Lyallpur Khalsa College, Jalandhar	GNDU	2006	61% / 1 st
12 th	Army Public School, Jalandhar	CBSE	2003	67% / 1 st
10 th	Army Public School, Jalandhar	CBSE	2001	70% / 1 st

WORK EXPERIENCE:

Academic Experience

Name of the Employer	Position	Experience	Profile
Apeejay Inst. Of Mgmt. Technical Campus	Assistant Professor	5 Yrs	Teaching

Industry Experience

Name of the Employer	Position	Experience	Profile
Indian Express Ltd., Chd.	Assistant Manager (Sales)	1.4 Yrs	Space Marketing

PAPERS PUBLISHED AND PRESENTED:

- A paper was published in ‘Journal of Research in Marketing’ titled “**A Study on Purchase Behavior of Rural Consumers of Jalandhar**”, Volume 2 No.3 June 2015, ISSN 2292-9355
- A paper was published in ‘Journal of Research in Marketing’ titled “**Service Quality Measurement with SERVQUAL using Analytic Hierarchy Process Model: An Empirical Study of Private Eye Hospitals in Punjab**”, Volume 2 No.3 June 2014. ISSN

2292-9355

- A paper was presented in National Conference organised by Apeejay Institute of Management Technical Campus, Jalandhar titled “**An Exploratory study of measuring service quality in healthcare industry using SERVQUAL model with analytic hierarchy process (AHP)**” on April 19, 2014.
- A Book Chapter published entitled ‘**Creating Shared Value**’ in the book “Corporate social responsibility”, ISBN No.: 978-93-81212-35-6 (2013).
- A paper was presented and published in the **5th International Conference** held at Gian Jyoti Institute of management & Technology on March 18th, 2011 on the topic of “**Building Brand Awareness among customers using Social Media**”.

WORKSHOPS ATTENDED:

- Attended the Faculty Development Programme on the topic of “**Analytical Techniques for Business Research**” held at AIMTC, Jalandhar.(2012)
- Attended the **10th National Case writing Workshop** during April 21-23, 2011 organised by Prestige Institute of Management, Gwalior.
- Attended a two day **Reiki Workshop** and has attained the first degree in the Reiki method of Natural Healing.

PROJECTS DONE:

- Impact of promotional activities by Higher education sector on students.
- Summer Internship in Times Business Solution ltd. (Timesjos.com) on the project entitled “Market Perception of Timesjobs.com”.
- Changing role of HR in the corporate world.
- Designed computer operated electronic devices and electronic voting machine (EVM).

RESPONSIBILITIES HELD:

- Working as an active member in the Placement Cell of the institution.
- Key member of the Admission counseling cell.
- Conducted Industrial visits for the students.
- Visited various Degree colleges and delivered presentations to the students for the promotion of the MBA course.

ACHIEVEMENTS/AWARDS:

- Awarded ‘Star Team of the Quarter’ by The Indian express Ltd., Chd.
- NCC A-certificate holder.
- Representative of college Electronics team.
- Played Cricket and Hockey at School Level.

PERSONAL PARTICULARS:

Name : Ajwinder Singh
Fathers Name : H-Capt. Bal Krishan
Sex : Male

D.O.B : 22 Nov 1985
Languages Known : English, Hindi & Punjabi
Marital Status : Unmarried
Residential Address : 35/8, Sadar Bazaar, Jalandhar Cantt,
Punjab-144005, Ph: 0181-2661867, MB: 9988030743

REFERENCES:

1. Dr. Rajesh Bagga
Director, APJIMTC
Ramamandi-Hosiarpur road, Jalandhar.
2. Mr. Manjit Chopra
Vice-President, Indian Express Ltd.,
Chandigarh
Mobile No -9815652626