

SUREET SINGH
Assistant Professor
Department of Commerce & Management
GGDSD College, Chandigarh
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- Educational Qualifications** **M.Com.** – GGDSD College, Chandigarh, India (2010-2012)
UGC NET (Commerce), June 2012
B.Com. (Hons.) – GGDSD College, Chandigarh, India (2007-2010)
- Teaching/Research Experience**
- 04th August 2014 - till date
Assistant Professor in Department of Commerce & Management, GGDSD College, Chandigarh
Teaching Income Tax Law, Financial Markets & Services, Marketing Management, Knowledge Management at under-graduate and post-graduate level.
 - October 2013 to August 2014
UGC - Junior Research Fellow in University Business School, Panjab University, Chandigarh
 - July 2012 to October 2013
Assistant Professor in Department of Commerce & Management, GGDSD College, Chandigarh
- Areas of Interest**
- Income Tax Law
 - Marketing Management
- Publications (Journal/Book Chapters)**
- Journal Publications:**
- Dr. Amit Mohindroo & Sureet Singh, "Brand Awareness, Brand Loyalty and Brand Preference Among People of Punjab," Radix International Journal of Research in Marketing, Vol. 2, Issue 2, pp. 1-21, February 2013, ISSN No.: 2250-3986.
- Sureet Singh & Dr. Amit Mohindroo, "Impact of Foreign Direct Investment on India's Retail Sector," Radix International Journal of Economics & Business Management, Vol. 2, Issue 5, pp. 1-8, May 2013, ISSN No.: 2277-1018.
- Dr. Amit Mohindroo & Sureet Singh, "Factors Affecting Investment in Mutual Funds - An Exploratory Study," SAARJ Journal on Banking & Insurance Research, Vol. 2, Issue 3, pp. 1-24, May 2013, ISSN No.: 2319-1422.
- Dr. Amit Mohindroo & Sureet Singh, "Investment Preferences and Awareness of Individual Investors in Chandigarh," Radix International Journal of Banking, Finance and Accounting, Vol. 2, Issue 5, pp. 1-11, May 2013, ISSN No.: 2277-100X.
- Sureet Singh, "Compulsory CSR in India; Understanding Clause 135," International Research Journal of Management Sociology & Humanity, Vol. 5, Issue 4, pp. 206-214, 2014, ISSN No.: 2277-9809.
- Sureet Singh, "Consumer Perceptions of Social Media with Regard to Durable Products," International Research Journal of Commerce Arts and Science, Vol. 5, Issue 5, pp. 50-64, 2014, ISSN No.: 2319-9202.
- Sureet Singh, "Confluence of Marketing & Social Media in Indian

Scenario: An Exploratory Study," Radix International Journal of Research in Marketing, Vol. 3, Issue 5, pp. 1-9, May 2014, ISSN No.: 2250-3986.

Sureet Singh, "Consumer Perceptions Towards Green Durable Products," International Research Journal of Management Sociology & Humanity, Vol. 5, Issue 5, pp. 110-120, 2014, ISSN No.: 2277-9809.

**Seminars/
Conferences/Symposiums
(Paper Presented)**

- Presented a paper titled Retail In India: FDI & Beyond at DGHE Sponsored National Seminar on Challenges for Indian Business in New Millennium, organized by Arya Kanya Mahavidyalya, Shahabad Markanda (Haryana) on November 10, 2012.
- Presented a paper titled India's Economic Growth; A Hollow Story at National Seminar on Economic Reforms: An Unfinished Agenda, organized by GGSDS College, Chandigarh, on February 11, 2012.
- Presented a paper titled "Mandatory CSR in India; Making Sense of Clause 135" at National Seminar on "Business Growth and Corporate Sustainability" organized by GGSDS College, Chandigarh, on January 17, 2014.
- Presented a paper titled "Empowered By God, Exploited by Society" at ICSSR Sponsored National Seminar on "Women Empowerment - Still an Illusion or Reality!" organized by MCM DAV College for Women, Chandigarh, on February 13, 2013.
- Presented a paper titled "Online Education: Challenges & Opportunities" at National Seminar on "Education Reforms: Challenges & Strategies" organized by GGSDS College, Chandigarh, on February 09, 2013.
- Presented a paper titled "Foreign Education Provider's Bill: Implications for India" at National Seminar on "Education Reforms: Challenges & Strategies" organized by GGSDS College, Chandigarh, on 9th February 2013.

**Refresher
Courses/Workshops/
Training Programmes**

- 110th Orientation Programme organized by UGC Human Resource Development Centre, Panjab University, Chandigarh from 28.04.2016 to 25.05.2016
- Online Inter-Disciplinary two-week Refresher course in "Managing Online Classes & Co-creating MOOCs 26.0" from 08th May 2023 to 22nd May, 2023 organized by Teaching Learning Centre, Ramanujan College, University of Delhi, under the aegis of Ministry of Education, Pandit Madan Mohan Malaviya National Mission On Teachers And Teaching.
- FDP (Faculty Development Programme) jointly organized by University of The Fraser Valley, British Columbia and GGSDS College, Chandigarh from April 29, 2013 – May 3, 2013.

Administrative Experience

- Coordinator DDU KAUSHAL Kendra, GGSDS College, Chandigarh – April 2016 - till date
- Member, Internal Quality Assurance Cell (IQAC), GGSDS College, Chandigarh – February 2021 - till date

- Coordinator and Admission In-charge, B.Voc. (Retail Management), GGSDS College, Chandigarh – September 2014 - till date
- Coordinator and Admission In-charge, B.Voc. (Logistics Management), GGSDS College, Chandigarh – July 2019 - till date
- Criterion-I in-charge for NAAC Report, GGSDS College, Chandigarh – July 2021 - till date
- Internships Coordinator – Institution Innovation Council, GGSDS College, Chandigarh – October 2018 - till date
- Sub-Registrar (B.Voc. Courses & M.Voc.), GGSDS College, Chandigarh – October 2021 to October 2023

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