



DR. SHIV KUMAR SINGH

Dr. Shiv Kumar Singh (born June 9, 1967 at Mihona, Bhind, Madhya Pradesh, India) obtained M. Com. (Gold-Medal), M. Phil, Ph.D. from Jiwaji University, Gwalior (MP) India. Presently he is serving as Reader at Institute of Commerce and Management, Jiwaji University, Gwalior (MP) India. He specializes in quantitative techniques and Marketing. His performance has been exemplary in making students apply the robust statistical techniques with relative ease. He has 75 published research papers to his credit in various national and international journals. He has authored/ edited several books. 21 Phd's have been awarded under his guidance, also supervised 18 M.Phil. dissertations. He regularly participates in national and international seminars and conferences. The respect he commands in the students has made the University to use his services in handling students' related matter like Student Welfare Office, Proctor Office etc. The University has been using his services off and on in administrative matters. He is a life member of many national level academic bodies. He worked as organizing secretary in 32nd All India Accounting Conference on November 14-15, 2009 held at Jiwaji University, Gwalior. Presently he is working as executive member of Indian Accounting Association. He won prestigious Gold Medal and Best Business Academic of the Year Award (BBAY) for co-authored Best Research Paper, adjudged amongst about 1400 participants, at 60th Diamond Jubilee All India Commerce Conference held at Osmania University, Hyderabad from December 27-29, 2007. He is also working as Joint-Proctor.

Selected Publications:

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3. Yogesh Upadhyay, **Shiv Kumar Singh**, (2010) When Sports Celebrity Doesn't Perform: How Consumers React to Celebrity Endorsement?, **VISION** : The Journal of Business Perspective, Management Development Institute, Gurgaon, Volume 14, Number 1 & 2, January - June 2010, pp. 67-78.
4. Yogesh Upadhyay, **Shiv Kumar Singh**, (2010) Shilpy Singh, , Job Satisfaction & Organisational Commitment: A Study of Mediating Role of Perceived Organisational

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11. Upadhyay, Yogesh, **Singh, Shiv Kumar** (2002) *Business to Business: Another Blood Bath?* Delhi Business Review, An international Journal of Society for Human Transformation and Research, Delhi, Vol. 3, No. 2, July-Dec., pp. 71-80.
12. Singh, B.P. **Singh, Shiv Kumar** and Upadhyay, Yogesh (2002) *Business Education in the New Millennium*, University News- A Weekly Journal of Association of Indian Universities, New Delhi, Vol. 40, No. 35, September 2-8, pp. 1-7.
13. Upadhyay, Yogesh, **Singh, S.K.** (2002) *Community Development-A Compulsion or a Choice: Indian Experience*, Survey, A Management Journal, Indian Institute of Social Welfare & Business Management, Calcutta, Vol. XL, Numbers 3-4, pp. 9-14.
14. Upadhyay, Yogesh, **Singh, Shiv Kumar** (2001) Jyotika Phakka, *Cross Cultural Marketing: A View Across Global Marketing*, The Indian Journal of Commerce, Quarterly Publication of the Indian Commerce Association, IGNOU, New Delhi, Vol. 54, No. 1 & 2, January- June, pp. 66-73.
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