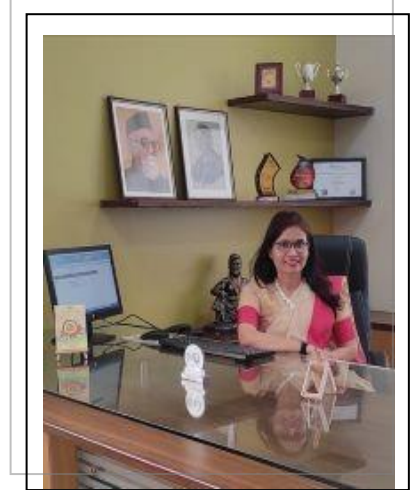


Dr. ANAMIKA SINGH

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Mobile No. 9823440067 / 9404286569
Residence:
Bungalow No. D-1,13/2, Necklace Area,
Pashan, Pune,
Maharashtra,
India.



Career Objective

To pursue a challenging career and be a part of a progressive organization that gives scope to enhance my knowledge, skills and reach pinnacle in the field of interest with sheer determination, dedication and hard work.

Accolades

- **Alumna of Indian Institute of Management, Ahemdabad (IIM-A). completed four months of the Faculty Development Programme successfully with 'A+' grade.**
- **Under the leadership, Institute (Sinhgad Institute of Management & Computer Application), got accredited with grade 'A' by NAAC with CGPA 3.07**
- **A RECOGNIZED PHD GUIDE AT SPPU (FORMERLY THE UNIVERSITY OF PUNE); HAVING TWO STUDENTS SUCCESSFULLY AWARDED PhD DEGREE.**
- **Heading the MBA Institute (JDBIMSR, Pune), A Constituent College of SNTD Women's University (Having the glory of 107 beautiful years, imparting knowledge to enlighten and empower women)**

- **Has scored 327.5 API score (Desirable 120 for the grade Professor); verified by SPPU**
- **Pursuing Post-Doctoral Fellowship with Lincoln University College, Malaysia**
- **Received the Patent Publication on Title “System for Implementing a Design for Six sigma Process in Manufacturing Industry”**
- **Received the Patent Publication on Title “A System for Supervising Content Items Displayed on Signage Device And a Method Thereof ”**
- **Recognised as ‘Outstanding Leader in Higher Education’ by elets Education Innovation Summit**
- **Recognition for Women Leadership in education by Frameboxx and ADMC in the month of International Women’s day**
- **Recognized for the Valuable and Exemplary Contribution in the Higher Education Sector on 6th May 2022 by ArdorComm during Higher Education and Edtech Conclave Awards**
- **Awarded as Exemplary Academic Leader of The Year’ by ‘International Association of Commerce and Management’ in year 2021**
- **Awarded by Rotary Club of Mumbai West Coast for Vocational Excellence Award 2021 in Education**
- **Awarded by MTC Global Award Excellence-2021 for Distinguished Teacher, Management-2021.**
- **Invited as ‘Brand Ambassador’ by Antarnaad Social Foundation to voice for the social cause in July 2022.**
- **Invited to speak on Teachers’ Day by Global Child Mission and ‘The Life Foundation’**
- **Awarded as Inspirational Speaker of 2021 by ‘The Life Foundation’ on 30/7/2021**
- **Awarded by Videv Tejaswini Foundation for Guru Vashisht Utkrisht Awards 2021 on account of Guru Purnima on 24/7/2021.**
- **Invited by World Peace Commission to voice on ‘Gender Inequality’ on International Forum on 20th June 2021**
- **Interviewed by Collegedunia.com on 10th February 2021**
- **Article published in MarketsPro on Redesigning, Redefining and Restructuring of Education Sector on 22nd January 2021.**
- **Attended workshop on Effective and Efficient Online Teaching in the Age of Corona: A Hands-On Workshop, conducted by IIT Bombay**
- **Invited as Resource Speaker for APAC 3rd Global Education and Skill Conclave held on 1-3rd December 2021**
- **Invited as Distinguished Speaker for ATAL FDP on the topic ‘ Significant Traits of Business Data Analytics for Management Decision Making’ on 22nd November 2021**

- **Invited as eminent speaker for FDP on the topic ‘ Digital Pedagogy Integration of ICTtools for Teaching and Learning’ on 21st Nov 2022**
- **Invited as eminent speaker for FDP on the topic ‘Integration of ICT tools for OnlineTeaching and Learning’ on 2nd March 2022**
- **Nominated as VC nominee by SPPU for PhD Interview at AISSMS, Pune on 4th February 2022**
- **Nominated as VC nominee by SPPU for PhD Interview at SB Patil Institute, Pune on 1st February 2022**
- Invited as Chief Guest & Speaker on ‘Guru Pournima’ by Era Education Society at Khedshivpur on 13th July 2022
- Invited as Technical Program Committee Member for upcoming International Conference in the domain of Machine Learning for the International Conference on “Machine Learning and deep Learning for Social Good” organized by **Programme of Information Technology, Xavier Institute of Social Service**
- Invited as Referee for the evaluation of PhD Viva Voce at IBMR Research Centre on 31/5/2021
- Invited as Session Stimulator on International Leadership Lecture Series on leadership in STEM organized in association with NITTR, Chandigarh & SPPU from 12th to 21st August 2021
- Invited as a key note Speaker at Wednesday Wisdom by **BW Businessworld** 22nd July 2020
- Invited as keynote speaker in webinar on Riseup at Marketspro in June 2020
- Invited to chair the session at Incon 2020 on “Ongoing Research in Management & IT” in January 2020
- Invited as Keynote Speaker at 15th World Education Summit on 22nd November 2019 to enlighten on topic “Importance of Physical Mental and Social Well-Being of Teachers & Students”
- Invited as Chief Guest & Speaker on World Teachers“ Day by Skylark Foundation at Khedshivpur in September 2019
- Invited as Resource Speaker to talk “Research Experience during PhD Journey” in August 2019.
- Invited as Resource Person for One Day Workshop on “ Research Methodology of Accreditation by NAAC in January 2019
- Invited to chair the session at Incon 2019 on “ “Ongoing Research in Management & IT” in January 2019
- Invited to judge event of SSC for ‘Marketing Club’ in January 2015
- Invited as Resource Person for “Grooming for Industry Ready” at SB Patil Institutes in December 2010

Achievements

- Under the leadership, Institute got registered and conferred with star ranking by IIC (Ministry of Education)
- Convened a Talk on ‘My Story’ by an entrepreneur 1st August 2022 on 12th January 2022
- Convened a Talk on ‘Swami Vivekanand on National Youth Day on 12th January 2022
- Convened a talk on ‘Savitribai Phule’ to mark the Birth anniversary of Savitribai Phule on 3rd January 2022.
- Convened a talk on World Mental Health Day and Navratri under Women Empowerment Program; Nav Durga on 13th October 2021
- Convened a Talk with Start-Up Founder on the occasion of Entrepreneurship Day (24th August 2021) under IIC –SIMCA
- Convened a Panel Discussion on the occasion of Entrepreneurship Day (24th August 2021) under IIC –SIMCA.
- Convened a three days ‘Faculty online Faculty Development Program’ on “Innovation in Techno -Management and Strategic Case-Based Teaching Learning” from 6th-8th August 2021.
- Convened a webinar on Prototype Validation and VC funding on 25th July 2021 under IIC-SIMCA.
- Convened a Finance Webinar on Glimpses of GST law and Impact on Industry held on 14&15th July 2021
- Convened a Webinar on “Balancing Mental and Physical Health” on account of International Yoga Day 21st June 2021.
- Convened a workshop on „ Prototype / Process Design and Development- Prototyping on 9th June 2021
- Convened a Workshop on „Intellectual Property Right and IP Management“ under IIC-SIMCA
- Convened a Research Paper Presentation Under IIC-SIMCA Self-Driven Activity on 15th April 2021
- Convened Three Months PhD Coursework In Research Methodology under SIMCA Research Centre started on 20th March 2021
- Convened a webinar on “ Commodity market Awareness with SEBI & MCX” 16th March 2021
- Convened a Panel Discussion on ‘Women Empowerment’ on International Women’s day on 8th March 2021
- Convened a webinar on ‘Career Guidance Through Competitive Exams’ on 22nd January 2021
- Convened Marketing Seminar on ‘Marketing Myriad Dimensions’ on 28th November 2020
- Convened a workshop on Skill Development Workshop on 9th Nov. 2020
- Convened a webinar on ‘Current Trend in Marketing Technology’ 31st October 2020
- Convened a Panel Discussion on Work Life Balance During Pandemic under Women Empowerment programme on 24th October 2020

- Convened an Online Webinar on Career as a Company Secretary on 5th September 2020 in association with Pune Chapter of WIRC of ICSI
- Convened the 3 Days Online Faculty Development Programme on “ New Paradigm in e-learning Tools & Techniques for Teaching Learning” in July 2020
- Convened the 2 Days Online Workshop on “Python, Data Science & Machine Learning” in July 2020
- Convened the Two Days online workshop on „Research Methodology“ in June 2020
- Convened the webinar on Road map to Entrepreneurship
- Convened the 5th International Conference on Innovation in IT and Management in February 2020
- Headed the entire Narhe Campus as Campus Director for Sinhgad Sports Karandak in 2020.
- Convened the Financial Seminar “Finalytics” on 9th November 2019.
- Convened the HR Seminar “HR Talent Landscape on 8th November 2019.
- Convened the workshop on Commodity Market on November 2019
- Convened Seminar on Advanced Excel &“R” programming in October 2019.
- Convened 10 days PhD Course work at SIMCA in August 2019.
- Convened the 10th National Research Conference sponsored by SPPU on Strategic Leadership and Organizational Development in India in 2019
- Convened The State Level Seminar sponsored by SPPU on Digital Marketing in 2019
- Facilitated One Day FDP on Advanced Excel on April 2019
- Headed the national level business fest event „Spectrum“ at Sinhgad Institute.
- Editor for Blind Review Peer Journal for Decece School Journal for Management
- Editor in chief for Samudanta Research Journal

Social Contribution

- Under the leadership SIMCA organized Fr e e E y e c h e c k u p and Blood Donation Cam p in association with La w r e n c e & Mayo and S K NG HMC under CSR activity; on 24th June 2022
- Under the leadership SIMCA organized Vaccination Drive for Youth under CSR activity; Mission Yuva Swasthya on 29th October 2021
- Under the leadership SIMCA organized Tree Plantation of medicinal plants on 26th January 2021 for Pharmacy Institute (SIOP)
- Under the leadership SIMCA organized CSR activity to distribute Sanitizer to all students appearing for CET exams on various centers .
- Under the leadership SIMCA organized CSR activity to distribute mask and Sanitizer during Covid-19 pandemic.
- Under the leadership SIMCA organized a visit to Blind School “ The Poona School and Home for Blind Girls” and donated necessities
- Under the leadership SIMCA organized Orphanage Visit at Dnyangangotri Special Kids School and donated necessities
- Under the leadership SIMCA organized Tree Plantation drive at Taljai Hills Pune in huge number on 16th August 2019

- Under the leadership SIMCA organized Blood Donation Camp in March 2019
- Under the leadership SIMCA organized Eye Checkup Camp in March 2019

Media Presence

- Featured in Sakal on 9th January, 2022 for convening the Students Induction Program
- Featured in Sakal on 31st March, 2021 for convening the „Research Course Work for 15 weeks at Research Centre for newly admitted PhD students at various research Centres.

- Featured in Prabhat Khabar (hindi) Ranchi on 23rd November 2021 for addressing in ATAL FDP organized by XISS.
- Feature by Colledgeunia.com. on 10th February 2021 for an interview.
- Featured in Sakal on Aug 1 2020 for convening the Online Faculty Development Programme on “ New Paradigm in e-learning Tools & Techniques for Teaching Learning”.
- Featured in Sakal on 11th March 2020 for donation Gilrls“ Blind School.
- Featured in Sakal on 26th February 2020 for convening 5th International Conference at SIMCA
- Featured in Hello Pune for the contribution to community by planting trees in huge number in August 2019
- **Excerpts in Times of India in Times Education for Budget Talk along with Vice Chancellor of SPPU to discuss on “ Reinventing New Pedagogy” in July 2019.**
- **Featured the talk in Times of India on” Charting Your Career Graph” in June 2019**
- Featured in Sakal Times on 30th May 2019 for organising „Rendezvous “Grand Alumni Meet”
- Featured in Lokmat on 30th May 2019 for organising „Rendezvous “Grand Alumni Meet”
- Featured in Maharashtra Times on 27th May 2019 for organising „Rendezvous “Grand Alumni Meet”
- Featured in Sangola Superfast on 17th May 2019 for felicitating and motivating cast and crew of upcoming Marathi Movie
- Featured in Maharashtra Times on 13th March 2019 for convening the 10th National Research Conference sponsored by SPPU on Strategic Leadership and Organizational Development in India in 2019.

Work Experience

Organization: SNTD Women’s University, JDBIMSR

Period: May 2024 to Till Date

Post Held: Director (JDBIMSR)

- Working in the capacity of Director- JDBIMSR and managing the Institute.
- Heading the Master in Business Administration & Master in Computer Application at SNTD Women’s University JDBIMSR

Roles and Responsibilities:

- To run the academics
- To manage the entire administrative work

Organization: Sinhgad Institute of Management and Computer Application

Period: July 2018 to Till Date

Post Held: Director (SIMCA)

- Working in the capacity of Director- SIMCA and managing the Institute.
- Heading the Research Centre at Sinhgad Institute of Management & Computer Application
- Heading the Master in Business Administration & Master in Computer Application at Sinhgad Institutes of Management & Computer Application (SIMCA)

Roles and Responsibilities:

- To run the academics
- To manage the entire administrative work

Organization: SKN Sinhgad School of Business Management (SKNSSBM)

Period: Sept 2010 to July 2018

Post Held: Associate Professor (Marketing)

Post Held: Asst. Professor (Marketing)

Worked as Associate Professor and coordinating , Marketing Department and also several national level programme organized by Institute.

Roles and Responsibilities:

- To conduct lectures on Marketing Science (Research Methodology, Product & Brand Management, Relationship Management, MC,MM, BOM, Consumer Behaviour, IMC, Strategic Brand Management, SNS & International Business) for Post Graduating students
- To conduct lectures and practical training sessions for Business English and personality development
- Managing entire Marketing Department and International Business Department under MBA programme

Organization: Alard Institute of Management Sciences(AIMS)

Period: December 2008 to July 2010

Post Held: Senior Lecturer (Marketing)

Worked as Senior Lecturer and Co-ordinator of MBA in AIMS (University course MBA & MMM), Pune, Marketing Management.

Roles and Responsibilities:

- To conduct lectures on Marketing Science (Product & Brand Mgmt, Relationship Mgmt, IMC,MM, BOM, Consumer Behaviour & IMC) for Post Graduating students.
- To conduct lectures and practical training sessions for Business English and personality development.
- Managing entire MBA Department.

Organization: Suryadatta Group of Institutes (SGI)

Period: September 2006 To October 2008

Post Held : Senior Lecturer (Marketing)

Worked as Senior Lecturer in SGI, Pune taught Marketing Management and Soft Skill Training.

Roles and Responsibilities:

- To conduct lectures on Marketing Science for Post Graduating students.
- To conduct lectures and practical training sessions for Business English and personality development.
- Managing entire Marketing Department.

Organization: ICFAI

Period: April 2005 to August 2006

Post Held: Lecturer (Soft Skill Training)

Worked as Lecturer in ICFAI National College, conducted Soft Skill Training and taught Marketing Management.

Roles and Responsibilities:

- To conduct lectures and practical training sessions for personality development.
- To conduct lectures on Marketing Science for Post Graduating students
- Active participation in day-to-day management activities of the college

Organization: Cease Fire Industries Pvt. Ltd.

Period: May 2002 To April 2003

Post Held : Marketing Analyst

Worked as “Marketing Analyst” for improving the sales.

Roles and Responsibilities:

- Led the team of 25 sales executives for regional marketing.
- Handled Pre-sales and Post-sales work functions.
- Analyzed the market requirements.
- Analyzed the product stand viz a viz the equivalent products from other competitors.
- Worked out the advertisement strategies to enhance the sales in the regional market.

My Credentials (Research Papers & Books)

1. Singh A. (2023) *Urban Mobility Solutions: Amidst of Technology Shifts and How fairly reciprocated by OEMs of Electric Vehicles in India A Study*, *European Chemical Bulletin*, 12(6), 436-447, ISSN 2063-5346; *Scopus Indexed Journal*

2. Singh A. (2022) A Study of Customer Acquisition Strategies for Securities Broking Firms in Pune; *Aayam*;12(2); 55-62
3. Singh A. (2022) A Study of M - Trade With Indian References . *Journal of Pharmaceutical Negative Results*, 15(5);2345-2351; ISSN:0976-9234; *Scopus Indexed Journal*
4. Singh A. (2022) Impact of Digital Transformation of Teaching Attitude of Private Professional Institutes' Teachers During Covid-19 Pandemic. *Neuroquantology*, 20(9); 5563-557; ISSN: 1303-5150. *Scopus Indexed Journal*
5. Singh A. (2022) A study of frequency of offline and online shopping behavior in various retailing formats of Pune City, *Shodh Prabha*, ISSN: 0974-8946, 47(3);62-71, *UGC Care Journal*
6. Singh A. (2021) Corporate Communication: Legitimacy for Employee Wellbeing during Crisis. *Turkish Journal of computer and Mathematics Education*, ISSN:1309-4653, 12(6), 5022-5028, Science Research Society, Scopus
7. Singh A. (2021) Classification Approach for Evaluating Students Performance in Covid 19 Pandemic. *International Journal of Engineering and Advanced technology*, ISSN:2249- 8958, 10 (IV),110-113, *ELSEVIER*, *Scopus*
8. Singh A.(2021)A Business Research: Significance of Statistical Power, level of of Significance in Hypothesis Testing, *Vidybharti International Interdisciplinary Research Journal*, ISSN 2319-4979; 13(1);176-180, *UGC Care List II*
9. Singh A. (2021) Retailers Attitude and Consumer Purchase Behaviour for GITS food products with reference to Pune City, *Wesleyan Journal of Research*, ISSN: 00975-1386 14(01), *UGC Care Group I Journal*
10. Singh A. (2020), A Study on Impact of Occupational Stress on Communication Effectiveness Among Employees Of Select Companies of Nagpur, *Psychology and Education Journal*, ISSN:0033-3077;57(9); 1306-1310, *ELSEVIER*, *Scopus*
11. Singh A.(2020) A Study of customer satisfaction with reference to fruit drink and juice product at Shyadri Agro retails ltd. In Nashik City,Our Heritage; ISSN:0474-9030,68(27),*Impact Factor: 6.8*, *UGC Approved*.
12. Singh A.(2019) An Analytical Study of Cross-Culture Advertisements in US and Indian Context with Special Reference to Standardized Format Commercials, *Journal of emerging Technologies and Innovative Research*, ISSN:2349-5162, VI(VI), *ImpactFactor: 5.87*, *UGC Approved*
13. Singh A. (2019) An Empirical Study on Preference for Online Shopping over Physical Shopping among Youth, *International Journal of Research and Analytical Reviews*,P-ISSN2349-5138,VI(II)),*Impact Factor: 5.75*, *UGC Approved*.
14. Singh A.(2019) Challenges for Global Brands to Manage in India: A Cross Cultural Perspective, *International Journal for Research in Applied Science & Engineering Technology*, ISSN No.:2321-9653, VII(VI), *Impact Factor: 5.94*, *DOI :10.22*, *UGC Approved*

15. Singh A.(2019) A Study of impact of influencer marketing-executed through various social media platform-on buying behavior of millennial[with special reference to fashion related products], *International Journal of Research and Analytical Reviews*, P-ISSN2349-5138, VI(I)), *Impact Factor: 5.75, UGC Approved.*
16. Singh A., Gorde S. (2016) A Study of Impact of Labour Welfare Practices on Organisational Growth with Special Reference to Statutory and Non-Statutory Labour Welfare Practices at SSI. *JMSG An International Multidisciplinary e-Journal*, ISSN: 2454-8367, II(I), 480-496; *An Impact Factor Paper-4.032.*
17. Singh A. (2016) An empirical study of level of financial literacy among management students in Pune, *International Multidisciplinary Research Journal*, ISSN: 2454- 9266, I(II), 54-61
18. Singh A. (2016). The Impact of Web Marketing on Physical Marketing, *ISBN: 978-81-929101-2-3, Confluence 2016, Conference proceedings, 104-109*
19. Singh A., Paul S. (2016), Consumer Buying Preferences for Branded and Non-Branded Jewellery, *ISBN: 978-81-929101-2-3, Confluence 2016, Conference proceedings,87-103*
20. Singh A., Kapse N.(2016). An empirical Study of Impact of FDI on Retail Sector With Special Reference to Unorganized Retailing, *ISBN: 978-81-929101-2-3, Confluence 2016, Conference proceedings, 33-48.*
21. Singh, A. (2015). An Empirical Study on Impact of Masculinity on Indian Youth with Reference to Indian Television Commercial. *International Journal of Advanced Research, Issn-2320-5407, 3 (5). 1387-1397; An Impact Factor Paper- 4.588, IC Value 63.21*
22. Singh, A. (2014) A Comparative Study Vs Collectivism of Individualism and Its Impact on Indian Youth Culture with Special Reference to Television Commercials, *International Journal for Innovative Research in Science and Technology , ISSN: 2349-6010 ;Impact Factor:1.638,1(6) 139-51)*
23. Singh, A., Shinde, S. S. & Shinde, S. T. (2014). A Study of Ethics in Life Insurance Selling with reference to Insurance Industry in India. *International Journal of Multidisciplinary Research*, ISSN: 2277-9302, 2(10), 72-80.
24. Singh, A., Shinde, S. S. & Shinde, S. T. (2014). An Analytical Study of Marketing Strategies for Global Brands in India: A Cross Cultural Perspective. *International Journal of Business Management and Social Science , ISSN: 2249- 7463, 3(5), 39-42.*

25. Singh, A., Shinde, S. S. & Shinde, S. T. (2014). Sales Employee Retention: A Study of the Indian Private Life Insurance Sector, *International Journal of Advances in Management Technology and Engineering Sciences*, ISSN: 2249- 7455, 3(4), 1-6.
26. Singh, A., Dhulipala, M. & Gorde, S. (2014). An Empirical Study on Impact of Power Distance Factor on Youth of India with reference to Television Commercials: A Cross-Cultural Perspective. *International Research Journal of Humanities and Environmental Issues*, ISSN: 22779329, 3(2), 26-29.
27. Singh, A., Dhulipala, M. & Gorde, S. (2014). Work holism and its Impact on Employee's Well-being, *International Research Journal of Commerce, Business and Social Sciences*, ISSN: 222779310, 3(3), 8-10.
28. Singh, A., Dhulipala, M. & Gorde, S. (2014). A Study of Labour Welfare Practices in India's *International Research Journal of Humanities and Environmental Issues*, ISSN: 22779329, 3(2), 23-26.
29. Singh, A. (2012). Impact of Cross Cultural Advertising on Global Brand Success in India :An Empirical Study on Youth, *International Journal of Business Management and Social Science*, ISSN: 2249-7463, 1(8), 98-102.
30. Singh, A., Barve, N. (2012). Changing Trends in Hospitality Sector for Consumer Delight With Special Reference to Star Hotels. *ISBN: 978-93-5051-649-2, CONFLUENCE-2012, Conference Proceedings, 152-158.*
31. Singh, A. (2011). Cross Culture Advertising- should be standardized or should be Tie up with local Culture? A comparison of High & Low Context Culture- An India& US: Perspective- ISBN: 978-93-5024-906-2, NATCON BLAZE-2011, *Conference Proceedings*, 28-33.

Books

- **Sales & Distribution Management by Learn Mantra**
- **Basics of Marketing by Techmax under publishing process**
- **Book on CAD published by Talor & Francis**
- **Book on Pragmatic Perspective of Marketing, A Realistic Approach by Elivia Press available on Amazon.**

Education Qualification

- Ph.D in Jan 2016
- MBA in Marketing in July 2005 with 72 % aggregate and Distinction in six papers
- B.Sc. (Hons) in Chemistry from in 2002 with 68 % aggregate
- I.Sc. from in 1997 with 69 % aggregate.
- 10th in 1995 with 65 % aggregate.

Ph.D Thesis

Title: “A Study of Cross-Cultural Impact of Western Advertisement on Representative Indian Youth with Reference to Select Product Categories”

Educational Achievements

- Secured 3rd rank in University in MBA exam with distinction in six papers
- Won prizes in sports and cultural activities at state level during high school
- Received appreciation certificate by UNESCO for performance in General Awareness competition held at International level
- Secured 1st rank in Camel Ink handwriting competition in 8th Class

Personal Details

Name: Dr. Anamika Singh
Age: 42 Years (DOB 5 Feb 1980)
Sex: Female
Category: General
Marital Status: Married
