

Name :- **Dr.Reetu Singh**

Email :- **reetusingh2009@gmail.com**



Areas of Specialization :- Marketing & Finance

Educational Qualifications :- Phd.(Marketing),NET(Management),MBA,MA(Ancient History)
Diploma in software development from APTECH, Programming in C, UNIX and WINDOWS.

Experience :- 12 years 4 months

Highlights of Publications and other Achievements:-

Paper Publications

- Five publications in journals with ISBN numbers on different issues of management.
- Paper published in an Bi-annual journal 'SHODH' Vol 2 issue 2 on Jan,2013 by STEP-HBTI on **Green Marketing : Modern paradigm of marketing strategy**.
- Customer Engagement Changing paradigm of Indian and Commerce,2018.
- Customer Engagement and Indian Retail,2017.
- Research Paper published on "Digital Education in India" in Volume-2 Issue-2 February-2019 in International Journal of Research in Engineering, Science and Management.
- Research Paper published on "study of employee engagement and development practices in the Indian telecom industry" in Volume-2 Issue-1 January-2019 in International Journal of Research in Engineering, Science and Management.
- Brand Behaviour Strategies to achieve Customer Engagement: Implications in Retail Industry. International Journal of Management, IT and Engineering,2019.
- Study of Employee Engagement and Development Practices in the Indian Telecom Industry. International Journal of Research in Engineering, Science and Management, 2(1),2019.
- Digital Education in India, International Journal of Research in Engineering, Science and Management, 2(2),2019.
- Who Got Caught in online Echo Chambers,2019.
- Brand Behaviour Strategies to achieve customer engagement,2019.

FDP AND WEBINAARS ORGANIZED

- ONE WEEK FDP ON RESEARCH METHODS AND DATA ANALYTICS FROM 24TH Feb – 28TH Feb 2020 .
- WEBINAR ON "EFFECTIVE RESEARCH PLANNING & TECHNICAL WRITINGS FOR BUSINESS RESEARCHERS-POST COVID-19 PERSPECTIVES" ON 16/06/2020.

ACHEIVMENTS

- One Month Orientation Programme from Ramanujan College (New Delhi), 2020.
- NPTEL course “Marketing research and analysis” 2018.
- Training course in “**Business Skill Development Programme**” conducted by MSME-Development institute at Kanpur from 13/10/2008 to 12/11/2008.