

Profile Page



Name : Dr Jagwinder Singh
 Designation : Associate Professor
 Department : Humanities and Management
 Qualification : PhD Business Management (Panjab University Chandigarh)
 MBA Marketing and HR (Shivaji University Kolhapur)
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Research Interests :

Marketing, Consumer Behavior, Relationship Marketing, Consumer Loyalty, Social Marketing, Organizational Change, and Educator Development

Journal Publications :

Year	Journal	Publication
2022	Journal of Applied Social Science, Vol 16 (1), pp 209-222	Asrar Ahmad and Jagwinder Singh, 'Influence of Processes of Change on Stages of Change for Smoking Cessation'
2022	Journal of Applied Social Science, Vol 16 (3), pp 555-571	Asrar Ahmad and Jagwinder Singh, 'Smoking Cessation Interventions across Different Stages of Change'.
2022	Social Responsibility Journal doi.org/10.1108/SRJ-09-2021-0385	Ranjit Kaur and Jagwinder Singh, 'Perceived determinants for modifying littering behavior – a study testing the influence of perceived behavioral control, environmental factors and intention'
2022	Journal of Applied Social Science, Vol 16 (1), pp 88-106	Jagwinder Singh and Ranjit Kaur, 'Factors Influencing the Attitude Toward Anti-Littering Behavior'
2022	Journal of Hospitality and Tourism Insights	Anuradha Sharma, Jagwinder Singh and Gyan Prakash, 'Consumer confusion and decision postponement in the online tourism domain: the moderating role of self-efficacy'
2021	Social Marketing Quarterly, Vol 27 (2), pp 117-132	Jagwinder Singh and Ranjit Kaur, 'Influencing the Intention to Adopt Anti-Littering Behavior: An Approach With Modified TPB Model'
2020	International Journal of Asian Business and Information Management, Vol 11 (1), pp 21-47	Shivani Saini and Jagwinder Singh, 'Managing Consumer Loyalty: An Expanded Model of Consumer Experience Management and Consumer Loyalty'
2020	Business Perspectives and Research (Online First)	Shivani Saini and Jagwinder Singh, 'A Link Between Attitudinal and Behavioral Loyalty of Service Customers'.
2020	Applied Marketing Analytics, Vol. 5 Issue: 4, pp 371-386	Lovekesh Sarda and Jagwinder Singh, 'Personal values and purchase of mass media entertainment services in rural India'
2019	Journal of Workplace Learning, Vol.31 Issue: 6, pp 377-390 (Emerald publication)	Payal Sharma and Jagwinder Singh, 'Competences desired among educational leaders of technical education degree institutes'
2019	SCMS Journal of Indian Management, Vol.16 No. 3, pp 87-100 (Scopus Indexed)	Lovekesh Sarda and Jagwinder Singh, 'Personal Values of Rural People'

2018	Journal of Workplace Learning, Vol. 30 Issue: 8, pp.613-625. (Emerald publication)	Payal Sharma and Jagwinder Singh, 'Teachers' professional development through teachers' professional activities'
2018	Higher Education, Skills and Work-Based Learning, Vol. 8 Issue: 4, pp.511-526. (Emerald Publication)	Payal Sharma and Jagwinder Singh, 'Quality of teachers in technical higher education institutions in India'
2016	Journal of Modelling in Management, Vol. 11 No 1, pp 91-115 (Emerald Publication)	Importance of CEM in CRM-CL framework
2016	Vision: The Journal of Business Perspective, Vol. 20 Issue: 2, pp 121-134 (Sage Publication)	Managing Consumer Loyalty through Acquisition Retention and Experience Efforts: An Empirical Study on Service Consumers in India

Conference Publications :

Year	Conference	Publication
2008	International Conference on Innovation for Competitive Advantage jointly organized by PES Institute of Management Bangalore and Indiana University of Pennsylvania, USA on 5th-6th January, 2008 at PESIT Campus, Bangalore	Innovative Marketing-Secret of Success in the New Era
2003	International Conference on the subject-Strategic Marketing in the Global Economy held at Nirma Institute of Management, Ahmedabad from January 2-4, 2003	Strategic Marketing-Key to Success in changing Business Scenario in India
2000	30th ISTE Annual Convention and National Seminar held at Nirma Institute of Engineering, Ahmedabad from December 14-16, 2000	Modular System of Technical Education-An Appraisal

Book/Chapter Publications :

Type	Title	Publisher	Authors	ISBN/ISSN No.	Year
Book	Revolutionizing Business Marketing through Experience Mix: Designing and Managing the Perfect Customer Experiences	Xpress Publishing (Notion Press)	Shivani Saini and Jagwinder Singh	9781636334653	2020
Book Chapter	Drivers of consumer loyalty in the wellness sector in Innovative Management and Business Practices in India	IGI Global	Shivani Saini and Jagwinder Singh	ISBN13: 9781799815662	2019
Book Chapter (Scopus Indexed)	Cultivating Emotional Branding Through Customer Experience Management: From the Holistic Experience Perspective in Driving Customer Appeal Through the Use of Emotional Branding	IGI	Shivani Saini and Jagwinder Singh	9781522529217, 9781522529217	2017

PhD Supervised :

Scholar Name	Research Topic	Status	Year	Co-Supervisor
Ranjit Kaur	Impact of Social Marketing on Changing Littering Behavior in India	Awarded	2022	

Asrar Ahmad Teeli	A Study on Smoking Cessation in India using Trans-Theoretical Model (TTM) of Behaviour Change	Awarded	2022	
Lovekesh Sarda	Impact of Personal Values on Rural Buying Behaviour in Punjab	Awarded	2021	
Payal Sharma	Teachers' Competence Development: A Study of Technical Education Institutes of Punjab	Awarded	2019	
Shivani Saini	Role of Consumer Experience Management Versus Consumer Relationship Management in Consumer Loyalty	Awarded	2016	