

Profile Page



Name : Dr S J S Bedi

Designation : Professor

Department : Humanities and Management

Qualification : Ph.D Business Management (Guru Jambheshwar University of Science and Technology, Hisar)
MBA Marketing (Guru Nanak Dev University , Amritsar)
M.Sc Chemistry(Instrumental Analysis) (Guru Nanak Dev University, Amritsar)
B.Sc Medical (Guru Nanak Dev University, Amritsar)

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Research Interests :

1. Human Resource Management
2. Marketing Management
3. Entrepreneurship Development & Management
4. Retailing & E-tailing
5. Brand Management
6. Consumer Decision Making

Journal Publications :

Year	Journal	Publication
2017	Global Business Review, 18(2),465-477	Bedi,SS;Kaur,S; Lal A.K.-Understanding web experience and perceived web enjoyment as antecedents of online purchase intention.
2017	Journal of Internet Commerce, 16(4), 343-363	Bedi,SS;Kaur,S; Lal A.K.- Do Vendor Cues Influence Purchase Intention of Online Shoppers? An Empirical Study Using S-O-R Framework
2015	Indian Journal of Commerce and Management Studies, 6(2), 79-83	Bedi, S. S., Lal, A. K., & Kaur, S. -). An Empirical study on the factors of physical ambience and its contribution to the success of organized retailing in Punjab
2014	Asian Journal of Research In Social Sciences and Humanities , 4(1),171-176	Bedi,S; Lal A.K.,S,Kaur-Private Label Brands: A new choice for organized retailing consumers in Punjab
2014	International Journal of Retailing & Rural Business Perspectives 3(2)870-875	Bedi,S; Lal A.K.- A study on shopping styles of working professionals in malls of India
2014	Asia Pacific Journal of Management Research and Innovation 10(3)219-224	Bedi,S; Lal A.K.-Identification of Consumer Decision Making styles of Youth in Shopping Malls

2013	Prabandhan: Indian Journal of Management, 6(3), 40-44.	Bedi, S. S., Lal, A. K., & Kaur, S.-). A Study of Credit rating potential and awareness among SMEs in Baddi Region of Himachal Pradesh
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Conference Publications :

Year	Conference	Publication
2017	2nd International Conference on Studies in Law, Education, Business and Corporate Social Responsibilities (LEBCSR-17)	Bedi, S. S., Lal, A. K., & Kaur, S.- Why do we buy from malls? A typology of young Indian Adults based on shopping motivations
2013	Waset, ICFM,2013: 15th International Conference on Financial Management	Bedi, S. S., Lal, A. K.- Impact of television advertisement on children behaviour: A qualitative research in India

Research Projects :

Role	Project Type	Title	Funding Agency	From	To	Amount	Status	Co-Investigator
Principal Investigator	Sponsored Project	Establishment of Entrepreneurship Development Cell/ Centre	Department of Science & Technology , Government of India, New Delhi	01-01-1996	31-03-2003	Rs. 6.07 Lac	Completed	-
Principal Investigator	Sponsored Project	Entrepreneurship Awareness Camp (EAC)	N.S.T.E.D.B , New Delhi	28-10-1998	19-03-1999	Rs.30,000	Completed	-
Principal Investigator	Sponsored Project	Small Industries Management Assistants Programme (SIMAP)	Small Industries Development Bank of India	27-03-2000	05-05-2000	Rs. 1.30 Lac	Completed	-

PhD Supervised :

Scholar Name	Research Topic	Status	Year	Co-Supervisor
Talvinder Kaur	Role of Social Media in Brand Building: A case of Smart Phone Industry (Proposed)	Ongoing	2016	N.A.
Ramanpreet Kaur	Factors influencing customer engagement in retail banking in India	Ongoing	2015	N.A.
Taranjit Kaur	Authentic Leadership	Ongoing	2014	N.A.
Sukhwinder Kaur	Understanding Antecedents of Online Purchase Intention- An Exploration of young E-Consumer	Ongoing	2013	N.A.
Amit Kumar Lal	Identification of Consumer's Decision Making Styles in Shopping Malls	Completed	2011	N.A.

Admin. Responsibilities :

Position Held	Organization	From	To
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Chairman, Cultural and Techno Management Affairs	Dr B R Ambedkar National Institute of Technology, Jalandhar	05-09-2014	01-01-2016
Chairman, Institute Purchase Committee	Dr B R Ambedkar National Institute of Technology, Jalandhar	01-09-2013	05-09-2014
Chairman, Sports Committee	Dr B R Ambedkar National Institute of Technology, Jalandhar	17-04-2002	15-04-2003
Chief Coordinator, Entrepreneurship Development Cell	Dr B R Ambedkar National Institute of Technology, Jalandhar	28-08-1998	01-01-2003
Head, Department of Humanities & Management	Dr B R Ambedkar National Institute of Technology, Jalandhar	28-01-1997	05-01-2005
Technical Adviser to Director	Dr B R Ambedkar National Institute of Technology, Jalandhar	03-09-2012	30-04-2013
Registrar (Officiating)	Dr B R Ambedkar National Institute of Technology, Jalandhar	23-06-2014	19-11-2014
Head, Department of Humanities & Management	Dr B R Ambedkar National Institute of Technology, Jalandhar	01-09-2007	11-12-2014
Head, Department of Humanities & Management	Dr B R Ambedkar National Institute of Technology, Jalandhar	19-09-2016	14-07-2017
Head, Department of Humanities & Management	Dr B R Ambedkar National Institute of Technology, Jalandhar	09/02/2018	Till Date