FACULTY PROFILE

DR. RAMA SINGH

Associate Professor | Department of Management

Department of Management • ARKA JAIN University, Jharkhand

ACADEMIC • TEACHING • RESEARCH • INSTITUTIONAL SERVICE

FACULTY DETAILS

Field	Details
Name	Dr. Rama Singh
Designation	Associate Professor
Department	Department of Management
University	ARKA JAIN University, Jharkhand
Employee ID	
Date of Joining	4 January 2021
Qualification	Ph.D.; UGC-NET; PGDM (Marketing); B.I.T.
Areas of Specialization	Marketing; green consumer behaviour; digital marketing; customer relationship management
Courses Handled	Marketing, management, research methodology, business communication and related subjects
Email	ramaranjansingh2017@gmail.com
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1. Resume of the Faculty

DR. RAMA SINGH
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ARKA JAIN University, Jamshedpur
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Professional Profile

I am an Associate Professor in the Department of Management at ARKA JAIN University, specializing in Marketing. My academic and professional work spans teaching, curriculum development, research, business development and customer relationship management. My doctoral research examined millennials' green purchase behaviour in Jharkhand. I contribute to postgraduate and undergraduate teaching, doctoral supervision, academic administration, knowledge-sharing programmes, student development and community engagement.

Career Snapshot

Area	Summary
Current Appointment	Associate Professor, ARKA JAIN University | Since 4 January 2021
Academic Qualifications	Ph.D. (2022); UGC-NET (2018); PGDM in Marketing (2004); B.I.T. (2002)
Prior Experience	Teaching at O. P. Jindal School; marketing, insurance and financial services positions
Teaching Interests	Marketing; management; research methodology; digital marketing; business communication
Research	Journal articles, book chapter and conference presentations
Student Guidance	Two doctoral scholars awarded; four scholars pursuing Ph.D.

2. Faculty Personal Information

Item	Details
Name	Dr. Rama Singh
Employee ID	
Designation	Associate Professor
Department	Department of Management
Institution	ARKA JAIN University, Jharkhand
Date of Joining	4 January 2021
Date of Birth	22 May 1981
Gender	Female
Marital Status	Married
Email	ramaranjansingh2017@gmail.com
Mobile	+91-9693946790
Address	Duplex No. 613, Cashew Nut, Sahara Garden City, Adityapur-2, Jamshedpur – 831013
Languages	English, Hindi, Bengali
Specialization	Marketing
Vidwan ID	377718

3. Educational Qualifications

Qualification	Specialization / Stream	University / Board	Year
Ph.D.	Marketing; green purchase behaviour	ARKA JAIN University	2022
UGC-NET			2018
PGDM	Marketing	Globsyn Business School, Kolkata	2004
B.I.T.		Manipal Academy of Higher Education, Karnataka	2002
Higher Secondary (WBHSE)		Arya Kanya Mahavidyalaya, Kolkata	1999

Qualification	Specialization / Stream	University / Board	Year
Madhyamik (West Bengal)		Gyan Bharati Balika Vidyalaya, Kolkata	1997

4. Experience

Teaching Experience

Institution	Designation	Period
ARKA JAIN University	Associate Professor	4 January 2021 – Present
O. P. Jindal School, Raigarh (CG)	Teacher	June – November 2014

Industry Experience

Organization / Process	Designation	Period
Reliance General Insurance Company Ltd., Jamshedpur	Sales Manager	June 2007 – June 2014
EMED Life Insurance Broking Services Ltd. (Apollo Group), Jamshedpur	Branch Head	January – May 2007
Globsyn Technologies Ltd., Kolkata	Executive – Marketing	October 2005 – April 2006
Birla Insurance Advisory Services Ltd., Kolkata	Management Trainee	July 2004 – September 2005
Karvy Stock Broking Ltd., Kolkata	Executive Trainee	March – July 2004

My responsibilities encompass curriculum planning, implementation and evaluation; departmental NAAC documentation; attendance and student-record administration; communication with parents; and knowledge-sharing initiatives. My professional background includes business development and customer relationship management in the service sector. The career record includes a break from December 2014 to December 2020.

5. Courses Taught

Academic Year	Term	Course / Subject	Sem.	Batch
		Advertising and Sales Promotion		
		Brand Management		
		Sales & Distribution Management		
		Retail Management		
		Marketing Management		
		Management Principles & Application		
		Organizational Behaviour		
		Research Methodology		
		E-Commerce		
		Information Technology for Managers		
		Strategic Management		
		Case Study Analysis		
		Business Communication		
		Business Ethics		
		Entrepreneurship Development		

6. Research Publications

Journal Articles and Book Chapters

No.	Title / Authors	Publication Information
1	From Profit to Purpose: Transformational Leadership in the C-Suite for Sustainable Value Creation Authors: Manikandan, P. T.; Singh, R.	TELEMATIQUE, 25(1), 1131–1139 (2026); ISSN 1856-4194
2	Redefining Green Behaviour in the Era of Instant Gratification: A Consumer-Centric Study	Economic Sciences, 21(1S), 53–67 (2025); ISSN 1505-4683

No.	Title / Authors	Publication Information
	Authors: Singh, R.	
3	The Impact of Supply Chain Management on Retail Marketing: A Study in the Context of Jharkhand Authors: Karn, M. K.; Singh, R.	Economic Sciences, 21(2S), 33–38 (2025); ISSN 1505-4683
4	AI and Digital Marketing Adoption in Bihar: A Study of Consumer Behaviour across Socio-Demographic Segments Authors: Raj, R.; Singh, R.	Economic Sciences, 21(2S), 22–32 (2025); ISSN 1505-4683
5	Exploring Green Marketing: Past, Present, and Prospective Directions Authors: Singh, R.	Book chapter, Green Marketing Perspectives, Emerald Publishing Limited, pp. 243–259 (2025); DOI: 10.1108/978-1-83608-772-420251020
6	An Investigation on the Role of Artificial Intelligence in Corporate Sectors in Post COVID-19: An Empirical Study Authors: Raj, R.; Singh, R.	Educational Administration: Theory and Practice, 29(4), 5573–5580 (2023); DOI: 10.53555/kuey.v29i4.10524
7	E-CRM – Importance and Impact on Retail Industry Authors: Singh, R.; Karn, M. K.	Cahiers Magellanes-NS, 6(2), 6767–6779 (2024); ISSN 1624-1940
8	Best Practices and Challenges in Bio-Medical Waste Management: A Study from Jamshedpur Authors: Singh, R.	Journal of Survey in Fisheries Sciences, 10(3), 865–870 (2023)
9	Evangelism: Concepts and Emerging Trends	Journal of Education: Rabindra Bharati University; ISSN 0972-7175
10	Go Green—Analysing the Change in Jharkhand Consumers' Purchasing Behaviour in the Pandemic Era with Special Reference to Jamshedpur	Dogo Rangsang Research Journal, 12(03), No. 03 (March 2022); ISSN 2347-7180
11	Performance Management of Dark Triads & Its Association with Five Factor Model of Personality	Dogo Rangsang Research Journal, 12(04), No. 03 (April 2022); ISSN 2347-7180
12	The Legal Dynamics of Encryption in Safeguarding Human Rights—A Review	Madhya Bharti, 82(22), July–December 2022; ISSN 0974-0066
13	Remote Work Mode (RWM): A Roadmap to Maintain Workplace Diversity and Organizational Creativity	Education and Society, 47(01), No. 14 (January–March 2023); ISSN 2278-6864
14	The Current and Potential Applications of Blockchain Technology in the Field of Marketing	Industrial Engineering Journal, 52(6), No. 1 (June 2023); ISSN 0970-2555
15	Pandemic, Locking & Unlocking of Needs and Wants and Environment Sustainability: Factor Influencing the Green Buying Behaviour of Consumers Post Pandemic Authors: Singh, R.; Razi, S. S.	IJEMMASSS, 2(3), 313–324 (July–September 2020); ISSN 2581-9925
16	Factors Affecting the Buying Behaviour of Consumers Towards Waste Management Products Authors: Singh, R.; Mukherjee, A. N.	Sydenham Management Review, 4(1) (2021); ISSN 2249-9490
17	Factors Contributing Towards the Sustainability of Green Products Purchase Behaviour in the Long Run: Application of Structural Equation Model (SEM) Authors: Singh, R.; Mukherjee, A. N.	International Journal of Academic Research and Development (2021); ISSN 2455-4197

7. Research / Consultancy Projects

8. Professional Development Activities

Date	Duration	Programme / Workshop	Organizer
		Research Methodology, Data Analysis, Digital Marketing and Soft Skills — knowledge-sharing programmes, value-added courses and workshops	
		Digital Marketing — certification course	Globsyn Business School
		Product and Brand Management — certification course	Globsyn Business School
		Industry 4.0 — certification course	Globsyn Business School

9. Student Guidance

Activity	Guidance Area
Doctoral Research Supervision	Two scholars awarded Ph.D.; four scholars pursuing Ph.D. under my supervision.
Academic and Student Development	Knowledge-sharing programmes, value-added courses and workshops in research

Activity	Guidance Area
	methodology, data analysis, digital marketing and soft skills.
Community Engagement	Student volunteering, environmental awareness, educational outreach and social initiatives.

10. Professional Memberships

11. Awards and Achievements

12. Patents / Intellectual Property

13. Administrative / Institutional Responsibilities

Role	Responsibilities
Curriculum Development	Curriculum planning, implementation and evaluation for management education.
NAAC Documentation	Department-level accreditation documentation and related academic quality work.
Department Administration	Student records, attendance, parental communication and coordination of student activities.
Knowledge-Sharing Programmes	Value-added courses and workshops covering research, data analysis, digital marketing and soft skills.

14. Other Contributions

Research presentations include: “The Rise and Influence of Ghost Marketing in Digital Age” (12th Asia Pacific International Conference, 2025); “A Study on Application of Deepfake Tech in Indian Business Scenario” and “Customer Relationship Management in Retail Sector” (IMPACT 2024); “An Exploratory Study on Bio-Medical Waste Management” (ICSSR-sponsored G20 seminar, 2023); papers on green buying, waste management products, demographics and sustainable consumer behaviour (2020–2022).

Community initiatives: Project Ashish (tree plantation); Jamshedpur lake-cleaning drive (2024); World Water Day conservation awareness; Project Vidya (educational kit distribution); collaboration with JEEVAN on mental-health awareness and support; and community charity drives.

15. List of Supporting Documents

No.	Document / Evidence	Availability
1	Faculty curriculum vitae	Included