

## **Dr Padma Singhal**

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Educational Qualification: PhD, MBA, UGC-NET, BSc

Experience: Academics: 11 years; Industry: 2 years

Designation: Associate Professor (Marketing)

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### **Awards - Honours**

- Received “Best Paper Award”, for presenting the research paper entitled 'An Empirical Study to determine the acceptability of Online Medical Consultation among Indians'. This was presented at the International Conference on Technology, Inclusion, Entrepreneurship and Sustainability held at Vivekanand Education Society's Institute of Management Studies and Research during 10-14 April 2023.
- Received “Best Paper Award”, II prize, for the research paper entitled “Store Image: Scale Development and Constituent Factors” at 11<sup>th</sup> SIMSR Global Marketing Conference on “Experiential Marketing” organized by K J Somaiya Institute of Management Studies and Research, Mumbai on 13-15 January, 2016
- Invited as Track Chair for 13th International e-Conference on the theme Challenges and Changing Business Practices in Recent Times, organized by IES Management College and Research Centre on 28 February, 2023

### **Certification Program:**

- Executive Certification Program on 'Product and Brand Management' from IIM Rohtak
- Certification Program on Introduction to Marketing Essentials, offered by IIT-Roorkee, achieved Topper Badge.

### **Publications**

#### **Research Papers**

- *Do The Online Banking Services Affecting Adoption of E-Banking Products? Evaluating the Effects of Technological Acceptance Model on Online Banking Users* (2023), Journal of Harbin Engineering University, 44(7), ISSN: 1006-7043
- *Visual Merchandising: Scale Development and Constituent Factors* (2019), International Journal of Advance and Innovative Research, 6(2), 78-85, ISSN 2394-7780
- *An Empirical Study to Explore the Brand Positioning Strategies in Personal Care Products* (2020), Management Quest, 2(2), ISSN:2581- 663
- *Confirming the factors for Product Quality: A study on two wheeler users in India* (2018), Research Directions, 6(4), 12-25, ISSN 2321-5488
- *Store Image: Scale Development and Constituent Factors* (2017); Unnati- The Business Journal, 5(2), 105-110, ISSN 2319-1740

- ***Dominancy of Receptiveness Quality during Recreational Visits with Reference to M.P. Tourism Resorts*** (2016); Journal of Global Information And Business Strategy, 8(1), 1-7, ISSN 0976-4925
- ***An Empirical Study of Customer Experience and Satisfaction towards Hypermarket Shopping: A Study of Hypermarkets in Gwalior*** (2012); Journal of Management Value and Ethics, Vol 3(4), 23-36, ISSN 2249-9512
- ***Impact of Brand Placement in Films- A Viewer's Perception*** (2010); Global Journal of Management and Business Research, Vol. 10 Issue 1 (Ver 1.0), 81-87, Available at: <<https://journalofbusiness.org/index.php/GJMBR/article/view/11>>. Date accessed: 06 feb. 2018.
- ***Gourmet Tourism: The Study of Indian Gourmet Affair*** (2008); Synthesis- The Journal of BLS Institute of Management, Vol 5, No.1, 64-79, ISSN 09732357
- ***Knowledge Management: A 'Must Have' Asset for Organizations*** (2008); Shodh-Pioneer Journal of Information Technology and Management, Vol 4, No.1, 124-130
- ***Measurement of Job Satisfaction with the Adoption of IT: A Comparative Study of Private and Public Sector Banks*** (2008); Prabandhan & Taqniki- Journal of LNCT, Indore, Vol 2, 100-103
- ***Encashing Culture: A Case of 'Nakhrali Dhani', Indore*** (2008); Management Effigy, Vol III, Issue-I, 64-72
- ***A Study of Public Opinion Towards Paradox as an Advertising Appeal*** (2008); Navigating Glocalisation Through Quality Initiatives, New Delhi: Excel Books, 414-420
- ***Measuring service quality: A study of Retail Outlets*** (2007); Prestige Journal of Management and Research, Vol 11, No.1, 56-67
- ***Constituent Factors of Effectiveness of Medical Representatives: An Empirical Study*** (2006), Strategies of Winning Organizations. New Delhi: Excel Books; 449-454.
- ***Destination India: Attractions and Impediments by*** (2008); Journal of IPM Meerut, Vol 9, No.2, 6-15

#### **Cases Published:**

- ***Ownership Paradox.*** This case was developed during Seventeenth National Case Writing Workshop organized by Prestige Institute of Management and Research, Indore in association with AIMS (Association of Indian Management Schools) on Nov 25-27, 2006. It is published in Prestige International Journal of Management and Research Vol 1 No. 1, 2008, 88-89
- ***Noorani Hotel: A Success Story.*** This case was developed during Sixteenth National Case Writing Workshop organized by Prestige Institute of Management and Research, Indore on May 6-8, 2006. It is published in Prestige Journal of Management and Research Vol 11 No.1 ,2007, 121-124
- ***Titus Infotech.*** This case was developed during fifteenth case writing workshop organized by Prestige Institute of Management and Research, Indore in collaboration with Indian Society of Technical Education (ISTE) on Nov 26-28, 2005. It is published in Prestige Journal of Management and Research Vol 10 No. 1-2 ,2006, 196-200

**FDP Conducted:**

- Social Media Marketing
- Brand 'YOU'

**FDP/Seminars/Workshops attended:**

- One-month online workshop on Structural Equation Modelling using SMARTPLS-4, during the period 9 Jan to 3 Feb 2023
- Workshop on 'Deriving Business Value from IP: Patent Drafting, Filing and Technology Transfer', organized by NITIE, Mumbai during 16th to 20th Jan, 2023
- FDP entitled 'Sustainability Ambassador Program' Malaviya National Institute of Technology Jaipur Department of Management Studies, Jaipur during January 10-14, 2023
- Case writing workshop organized by SVSM, Indore, in association with AIMS and NHRD during 5-9 Dec 2022
- FDP on "Inculcating Universal Human Values in Technical Education" organized by All India Council for Technical Education(AICTE) from 25th October, 2021 to 29th October, 2021.
- CEP- 'Continuing Education Program' on Research Approaches and Methods in Management and Social Science from 3-7 June 2019 conducted by IIT Bombay.