

Dr Gurdeep Singh
Professor in Management
University Institute of Engineering & Technology
Sector-25 ,Panjab University, Chandigarh

1. Work Experience :

Dec 2010 - till date

University Institute of Engineering & Technology (UIET)-Panjab University Chandigarh

Working as Professor in Management at University Institute of Engineering & Technology ,Panjab University Chandigarh. I am the coordinator of the Applied Management Department and teach Communication Skills, Ethics & Self Awareness , Marketing Management, Project Management and Entrepreneurship.

I have also taught Data Mining, DSS and E-Commerce in the BEMBA Integrated course at the institute.

Aug 2010 - Nov 2010

Indian Institute of Management (IIM) ,Shillong

Worked as Assistant Professor -Information Technology at IIM Shillong and taught the subjects of IT for Managers and Data Warehousing and Data Mining. I worked as a Regular faculty member.

July 2004 - Aug 2010

University Institute of Engineering & Technology (UIET)-Panjab University Chandigarh

Worked as Associate Professor in Management at UIET. The institute is in campus to the prestigious Panjab University. I taught Management and IT subjects like ERP, Web Technologies, Industrial Legislation & Entrepreneurship, Quality Control & Business Management. I also held the additional charge of placements of students of UIET for all the branches of Engineering. I developed an excellent academic-industry interface with leading PSU's, Software companies, KPO's , Core Engineering companies and Business Research companies.

April 1997 - July 2004

Punjab School Of Management Studies-Punjabi University Patiala

Worked as Lecturer at Punjab School Of Management Studies ,Punjabi University Patiala. Area of Specialization - Computer-Applications. In the MBA course have taught subjects like :Object Oriented Programming Systems (OOPS) , C++, Database Management using Oracle 8i, Web Programming, E-Commerce and Networking. Have also taught Management Science, Business Statistics, Project Management and Logistics.

2. Publications :

The following Research papers / case studies have been published :

- a) Paper titled “ Culture-in-Corporate Culture :Ruminations on Indian Corporate Culture “ published in April-Oct 2010 issue of Panjab University Research Journal (Arts),Vol-37,No 1&2.
- b) Paper titled “ National Innovation System - Commercialization of Patents through Licensing “ published in Apeejay Journal of Management & Technology,Vol-5 ,No -1,2010.
- c) Paper titled “ New Perspectives and Collaboration Network “ published in July -Dec 2009 issue of GUMBAD Business Review , a referred Journal of Department of Business Management , H.N.B,Garhwal University ,Vol-5, No-1.
- d) Case study titled “ IT Outsourcing - a case study of DirectCom , a direct to Home (DTH) service provider in United States” published in Jan -June 09 issue of GUMBAD Business Review, a referred Journal of Department of Business Management , H.N.B Garhwal University, Vol-4,No-2.
- e) Paper titled “ Data Warehousing - end to end implementation in the domain of Vehicle Repair “ published in April- June 09 issue of Indian Journal of Transport Management a referred journal of Central Institute of Road Transport (CIRT), Vol 33, No-2.
- f) Case study titled “ Online Branding - Matrimonial Services Portals & Compatibility Model “ published in book titled “ Cases in Management” ,publisher Wisdom Publications, Delhi, Edition 2009, ISBN : 978-81-89547-62-2.
- g) Research paper titled “Data warehousing and its applications in Inventory and Maintenance Planning in State Transport Undertakings “ published in Indian Journal Of Transport Management (2009) ,33(2).
- h) Research Paper titled “Inventory and Maintenance Planning - a case study of a State Transport Undertaking” published in Indian Management Studies Journal-referred journal published by Punjab School Of Management Studies, Punjabi University Patiala (2003),Vol 7,No 1& 2.
- i) Doctoral Abstract titled “Inventory and Maintenance Planning -a case study of Data warehousing in Chandigarh Transport Undertaking”,published in Indian Management Studies Journal, Punjabi University Patiala.

3. Conferences Attended & Papers Presented :

- a) Presented a paper on “ Aqua Supremacy an activity based game to train the prospective Entrepreneurs “ at the 9th CERE conference held at **IIM Indore** from 3-6 May 2018.
- b) Presented a paper on “ Supply Chain Analytics -A case study of Data Warehouse based analysis” , at 11th ISDSI international conference held at **IIM Tiruchirapalli** from 27-30 Dec 2017
- c) Presented a paper on “ Sustainable Milk and Milk Products Value Chain: Milkfed, Dairy Cooperatives & Entrepreneur Dairy Farmers in Punjab “ at the IMRA-IIMB International Conference held at **IIM Bangalore** from 16-18 Dec 2015.

Conferences Attended & Papers Presented (cont):

- d) Presented a paper on “ Technology Enabled Learning :Methodologies for Developing Serious Games for Entrepreneurs “ at the ICIER-IIMB International Conference held at **IIM Bangalore** from 29-31 Jan 2015.
- e) Presented a paper on “ Information Technology Curriculum Development- Role of Open Source and Proprietary Software Tools “ at the International Conference on Information Systems Research and Training held at **IIM Indore** from 22-23 Dec 2014.
- f) Presented a paper on “ Social Media Marketing Campaign -Methodologies for Building Awareness through Web Analytics “ at International Conference on Social Media for Business organized by **IIM Raipur** from 10-11 Jan 2014.
- g) Presented a paper on “ Inputs to New Model Development for Microfinance : Self Reliance through a Sustainable system “ at the International Conference on Sustainability ,Ecology , Economy and Ethics held at **IIM Shillong** from 6-8 March 2013 .Was awarded the **Best Paper Award Certificate** for the track and cash prize of Rs 12500.
- h) Presented a paper on “Jalandhar Sports Cluster :Framework for Building Competitive Advantage “ at the International Conference on Management in the New World Order organized by **IIM Ranchi** from 13-14 Aug 2012 .Was awarded the **Best Paper Award Certificate** for the track.
- i) Presented a paper on “Information Management Strategies in Agribusiness “ at the National Conference on Enhancing Organizational Growth through Innovation and Creativity , held at **Amity Business School, Gurgaon** ,from 5-6 May 2011.
- j) Presented a paper on “Agri Business Company, Cooperative Banks & Cooperative Societies -Channel partners In Supply Chain of inputs and outputs of Agriculture “ at the National Conference on Managing Agri-Food Supply Chain held at **IIM Lucknow** from 9 - 11 April 2010.
- k) Presented a paper on “Making Indian companies globally competitive- sector approach and patents “ in the Conference on “ Global competition & competitiveness of Indian corporate” held at **IIM Kozhikode** from 21 -23 May 09.
- l) Presented a paper on “Competing Globally- Thinking locally-quest for a distinct Indian corporate culture: a case study” in the International conference on Asian Management practices organized by **IIM Lucknow (Noida Campus)** from 19-21 March 09 at IIM Lucknow , Noida Campus.
- m) Presented a paper on “ Patenting- working towards a innovative society” in the 3rd Chandigarh Science Congress, held at **Panjab University, Chandigarh** from **26 -27 Feb 2009**.

4. Conference Proceedings Published:

- a) Paper Published in Proceedings of Third Annual International Conference on “ Sustainability ,Ecology , Economics and Ethics” , published by McGraw Hill, ISBN No: 9781259058691 (Conference held at . **IIM Shillong** from 6-8 March 2013)
- b) Paper Published in Proceedings of International Conference on “Management in the New World Order, Concepts and Practices from India “ published by McGraw Hill ISBN No: 9781259028243 (Conference organized by **IIM Ranchi** from 13-14 Aug 2012)

5. Areas of Research Interest :

E-commerce , MIS, Data Warehousing & Data Mining , Business Games and Entrepreneurship, Communication Skills

6. Educational Qualifications :

Ph.D - 2003 from Punjab School of Management Studies ,Punjabi University Patiala in "Inventory and Maintenance Planning - a case study of Data warehousing in Chandigarh Transport Undertaking ”.

MBA- 1990 from Punjab School of Management Studies, Punjabi University Patiala with 65 % marks.