

PROF. DEVINDER PAL SINGH

CONTACT DETAILS

University School of Applied Management,

Punjabi University, Patiala.

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ACADEMIC QUALIFICATIONS

- PhD: University Business School, Panjab University, Chandigarh.
- MBA: School of Management Studies, Punjabi University, Patiala.
- BSc: Department of Anthropology, Panjab University, Chandigarh.
- MCSE: Microsoft Certified Systems Engineer.
- French Language Course, Alliance Francaise, Chandigarh: 5 Levels
- Sikhism through Scriptures, Harvard University.

PROFESSIONAL EXPERIENCE

Administrative Experience:

May, 2022- Present: Director, Entrepreneurship, Incubation and Career Hub, Punjabi University, Patiala.

August 2020- April, 2021: Registrar, Punjabi University, Patiala.

August 2020- August, 2022: Head, Department of Tourism, Hospitality and Hotel Management, Punjabi University, Patiala.

January 2015-December 2018: Head, Punjabi University Regional Centre for IT & Management, Mohali.

February 2008–January 2012: Incharge, Punjabi University Regional Centre for IT & Management, Mohali.

Academic Experience:

Visiting Faculty: 1. Indian Institute of Management, Rohtak
2. University Business School, Panjab University, India
3. University of Fraser Valley, India.

August, 2022- Present: Professor, University School of Applied Management, Punjabi University, Patiala.

August, 2020- August, 2022: Professor, Department of Tourism, Hospitality and Hotel Management, Punjabi University, Patiala.

September, 2017- July, 2020: Professor, Punjabi University Regional Centre for IT & Management, Mohali.

September, 2014- September, 2017: Associate Professor, Punjabi University Regional Centre for IT & Management, Mohali.

September, 2000- September, 2014: Assistant Professor, Punjabi University Regional Centre for IT & Management, Mohali.

MEMBERSHIP PROFESSIONAL BODIES

- Marketing in Asia Group (MAG), New Zealand
- International Institute of Marketing Professionals, Canada
- The Research Cooperative, Japan
- Former Member of Academy of Marketing Science, USA
- Former Member of American Council on Consumer Interests, USA

PUBLICATIONS

Books

2014. *Cross Cultural Consumer Behavior in an Emerging Economy*, Scholars' Press: Saarbrücken: Germany

Journals

2023. Normative Influence and Masstige Purchase Intention: Facilitators, Inhibitors and the Moderating Effect of Celebrity Endorsement, *International Journal of Consumer Studies*, 47(3), 1189-1209.

2023. The Relationship between Emotional Intelligence, Job Satisfaction, and Job Performance: Empirical Evidence from Public Higher Education Institutions, *European Journal of Business Management and Research*, 8(3), 45-52.

2023. The Role of Developing Individual Leaders to Enhance Organizational Performance: The Human Capital Perspective, *European Journal of Business Management and Research*, 8(3), 168-175.

2021. Segmenting the Bottom of the Pyramid consumers: Theoretical Approach, *International Journal of Market Research*, 64(3), 397-419.

2021. Non-Deceptive Counterfeit Purchase Behavior of Luxury Fashion Products, *Journal of Consumer Behaviour*, 20(5), 1078-1091.

2020. The Consumer Behavior of Luxury Goods: A Review and Research Agenda, *Journal of Strategic Marketing*, <https://doi.org/10.1080/0965254X.2020.1758198>
2020. Motivations for Political Participation of Youth on Social media: Implications for Political Marketers, *International Journal of Indian Culture and Business Management*, 22(1), 19-36.
2020. The Mediating Role of Social Media in Tourism: An eWORM Approach, *Journal of Asian Finance, Economics and Business*, 7(11), 381- 391.
2019. Consumer Attitudes to Functional Foods. *Reference Module in Food Science*. Elsevier, pp. 1–7.
2018. Integration of Materialism with shopping motivations: Motivations based profile of Indian Mall Shoppers, *Journal of Asia Business*, 12(4), 381- 401.
2018. The Notorious Practice of Counterfeiting, *International Journal of Management Studies*, 5(4), 38-45.
2018. Digitalisation of Luxury- An Overview, *International Journal of Interdisciplinary Research and Innovation*, 6(4), 113- 117.
2018. Understanding the Consumption Pattern of the Bottom of the Pyramid Market, *Journal of Marketing Strategy*, 6(1), 178-189.
2017. 2017. Deciphering the Consumer Behaviour Facets of Functional Foods: A Literature Review, *Appetite*, 112, 167-187.
2017. Deciphering the Theoretical Foundations of Investor Behavior: A Literature Review, *International journal of Applied Business and Economic Research*, 15(9), 477-487.
2017. The Concept of Luxury- An Overview, *International Journal of Innovations & Advancement in Computer Science*, 6(9), 5-8.
2017. The Moderating Role of Social Media in Tourism: An E-WOM Approach to Building Destination Image, *International Journal of Engineering Technology, Management and Applied Sciences*, 5(6), 143-150.
2017. Psychological Variables: A Reflection on Investor Behavior, *International Journal of Engineering Technology, Management and Applied Sciences*, 5(2), 97- 112.

2017. Empowerment of the Bottom of the Pyramid Market: Entrepreneurship Education, *International Journal of Engineering Technology, Management and Applied Sciences*, 5(1), 177-182.
2016. Effect of Consumer Innovativeness on Online Buying Behavior, *Journal of Distribution Science*, 14(7), 15-20.
2015. Indian Consumer Style Inventory and its role in predicting Indian Mall Patronage Intention, *International Journal of Business and Emerging Markets*, 7(2), 203-218.
2015. Integration of TAM, TPB, and Self-image to Study Online Purchase Intentions in an Emerging Economy, *International Journal of Online Marketing*, 5(1), 20- 38.
2015. Effect of Shopping Motivations on Indian Consumers' Mall Patronage Intention, *Asia- Pacific Journal of Management Research and Innovation*, 11(1), 57-65.
2014. Online shopping motivations, information search and shopping intentions in an emerging economy, *Journal of Business Economics and Environmental Studies*, 4(3), 5-12.
2014. Self-image as a component of 'Theory of Planned Behavior' for prediction of Indian mall patronage intention, *Journal of Distribution Science*, 12(1), 21-28.
2014. Motivations based segmentation of Indian online consumers", *Journal of General Management Research*, 1(2), 1-15.
2014. Social Media: Constructive Role of Disruptive Medium, *Journal of Business Management & Social Sciences Research*, 3(8), 1-4.
2013. Shopping orientations based typology of Indian consumers, *Journal of Commerce & Business Studies*, 1(2), 77-88.
2012. Perception of Indian consumers towards organized retail, *Global Review of Business and Economic Research*, 8(1), 167-175.
2011. Media consumption and information usage in India, *Singapore Management Review*, 33(1), 111-126.
2011. Indian ecological consumer market profile, *Global Business Review*, 12(3), 447-459.
2011. Consumers attitude for eco labels in an emerging economy, *International Journal of Business Policy and Economics*, 4(1), 1- 8.

2011. Brand communities: Study of online Ferrari community, *International Economics and Finance Journal*, 6(1), 115-150.
2011. Bank choice criteria adopted by the Indian consumers, *International Journal of Management Research and Technology*, 5(1), 1-5.
2011. Influence of green labels on consumer purchases in an emerging economy, *Indian Development Review*, 9(1), 1-9.
2011. Framework for understanding Indian cultural kaleidoscope and its managerial applications, *International Journal of Business Management, Economics and Information Technology*, 3(1), 127-136.
2011. Environment conscious consumer behavior in an emerging economy, *Elk Journal of Marketing and Retail Management*, 2(1), 352-357.
2011. Demographic effects on contemporary Indian consumer behavior, *The UPRTOU Journal of Research & ODL Studies*, 3, 16-27.
2010. Regional cross-cultural consumption differences within India, *International Journal of Business and Emerging Markets*, 2(3), 267-285. (
2010. Indian cultural values and ethos explained for the decision makers, *International Journal of Indian Culture and Business Management*, 3(5), 592-606.
2010. Postmodern marketing evidence from an emerging economy, *Pragyaa: Journal of Management*, Vol.1, Issue 2.
2010. Contribution of Hofstede's culture model to international business, *International Journal of Research in Commerce and Management*, 1(8), 136-139.
2009. Unfolding the Indian culture mosaic: A cross-cultural study of four regional cultures, *International Journal of Indian Culture and Business Management*, 2(3), 247-267.
2009. A Study on understanding the effect of age, education and occupation on five cultural dimensions of Hofstede in the Indian context, *Indian Management Studies Journal*, 13(2), 25-42.
2009. Epistemological and methodological issues in cross-cultural marketing research, *Global Journal of Business Management*, 3(2), 33-42.

Papers in edited books/Conference proceedings/E-Journals

2017. Profiling Youth on the basis of their Motivations for Social Media Political Participation: Implications for Political Marketers in *Contemporary Issues in Social Media Marketing*, Rishi, B. and Bandyopadhyay, D. (Eds.), Routledge. 10.4324/9781315563312-22.
2015. Of universal and regional cultural values in multicultural markets: Implications for marketers in *Cultural Perspectives in Global Marketplace*, Sharma, D (Ed.), Springer. https://link.springer.com/chapter/10.1007/978-3-319-18696-2_1
2015. Online novelty seeking, information search, attitude and shopping intentions in an emerging economy, in Proceedings of 6th IIMA Conference on Marketing in Emerging Economies, Indian Institute of Management: Ahmedabad, pp. 611- 614.
2014. Globalization and consumerism: Consequences for transitional economies in Globalization economy and society, Mehta, J. C. (Ed.), Concept Publishing: New Delhi, pp. 139-145.
2014. Convergent versus divergent consumer behavior and strategy orientations in International marketing, *Gyan Jyoti E-Journal*, Volume 4 Issue 2 (Apr-Jun 2013), pp. 1-6.
2013. Environmental education in an emerging economy: Issues and imperatives, *Gyan Jyoti E- Journal*, Volume 3, Issue 2 (Apr-Jun 2013), pp. 43-47.
2011. Materialism to dematerialization: Path to sustainability in emerging economies, in proceedings of International Management Conference on Materialism and Consumerism, PCTE, Ludhiana, March 16.
2011. Transforming culture for responsible environmental citizenship, in Human Values and Society, Gurpreet Kaur (Ed.), Bhaddal Tech. 3157-164.
2011. Role of electronic social media for CSR communication, in Human Values and Society, Gurpreet Kaur (Ed.), Bhaddal Tech. 337-342.
2011. Consumption culture: Sustainability issues in an emerging economy, in proceedings of 2nd National Conference on Managing Business Development in Globalized World: Strategies for Excellence, Institute of Management Studies, Bhaddal, 26-27 March.
2007. Using Internet as a Research Tool: A Study of Consumption Patterns of the Global Online Communities in *Business Challenges in the 21st Century*, Prem Kumar and Parvinder Arora (Eds.), Deep & Deep Publishers: New Delhi, pp. 300-316.

PAPERS PRESENTED IN CONFERENCES

2017. Drivers of Purchase Intention on Travel and Tourism Mobile Applications in 7th IIMA conference on Marketing in Emerging Economies, Indian Institute of Management, Ahmedabad (India). January 11-13.
2017. Consumer Purchase Behavior of Counterfeit Luxury Brands in an Emerging Economy in 7th IIMA conference on Marketing in Emerging Economies, Indian Institute of Management, Ahmedabad (India). January 11-13.
2017. Impact of Psychological Attributes on Intentions to Invest, in Conference on Global Issues in Management, University Business School, Panjab University, Chandigarh. March 28.
2017. Empowerment of the Bottom of the Pyramid Market: Entrepreneurship Education in 2nd International Conference on Engineering Technology, Science and Management Innovation, National Institute of Technical Teachers Training & Research, Chandigarh, India. January 5.
2016. Deciphering the theoretical foundations of Investor Behavior in International Conference on Banking & Finance, Chitkara University, Punjab, December 10-11S.
2016. Learning by Design in National Seminar on Innovative Teaching Pedagogies for Deep Learning, University Business School, Panjab University, Chandigarh, March 30.
2015. Online novelty seeking, information search, attitude and shopping intentions in an emerging economy in 6th IIMA Conference on Marketing in Emerging Economies, Indian Institute of Management, Ahmedabad, January, 8-10.
2014. Shopping motivations-based profile of Indian mall shoppers in 2014 Annual Conference of the Emerging Markets Conference Board, Indian Institute of Management, Lucknow (Noida Campus), January, 9-11.
2013. Indian organized retail consumer profile in International conference on Global Competitiveness and Corporate Governance Imperatives in Emerging Economies, Ansal University, Gurgaon, February, 15-16.
2013. Rising consumerism-Consequences for transitional economies in National Seminar on Value Creation and Sustainable Development for the New Age Business: Issues and Challenges, USAM, Punjabi University, March 5.

2013. Employing social media for customer relationship management”, in National Seminar on Contemporary Socio-Economic Dimensions in the Growth of Business, M.M. Modi College, Patiala, April 6.
2013. Growth of regionalism & ethnic conflicts in an emerging economy in National Seminar on Non-Traditional Threats to India’s Security: Challenges and Responses, Department of Defence and Strategic Studies, Punjabi University, Patiala, February 22-23.
2012. Social media marketing in an emerging economy” in PCMA- International Business Conference, Sri Guru Granth Sahib World University, Fatehgarh Sahib, December 21-22.
2011. Materialism to dematerialization: Path to sustainability in emerging economies in International Management Conference on Materialism and Consumerism, PCTE, Ludhiana, March 26.
2011. Contentious issues in cross-cultural consumer behavior in New Paradigms in Marketing Management, Sri Guru Harkrishan Group of Colleges, Patiala and PCMA. February 5.
2011. Role of culture in marketing in New Paradigms in Marketing Management, Sri Guru Harkrishan Group of Colleges, Patiala and PCMA. February 5.
2011. Contemporary Indian bourgeoisie and consumption patterns, in ICSSR Sponsored Seminar on Transition in Marketing, Khalsa College for Women, Ludhiana. March 18.
2011. Issues and paradigms for sustainable marketing in emerging economics in 5th International Conference on Emerging Economics: Challenges & Opportunities, Gian Jyoti Institute of Management & Technology, Mohali. March 18-19.
2011. Netnography: Qualitative research tool for study of virtual communities in Re-Engineering and Benchmarking in Higher Education in India: A way forward through ICTs, Deptt. of Psychology, PG Govt. College, Sector-11, Chandigarh. March 19.
2011. Consumption culture: Sustainability issues in an emerging economy in 2nd National Conference on Managing Business Development in Globalized World: Strategies for Excellence, Institute of Management Studies, Bhaddal. March 26-27.
2011. Transforming culture for responsible environmental citizenship in Ist National Conference on Moral & Ethical Values for Professionals, Institute of Engineering and Technology, Bhaddal, April 15-16.

2011. Role of electronic social media for CSR communication in Ist National Conference on Moral & Ethical Values for Professionals, Institute of Engineering and Technology, Bhaddal. April 15-16.
2011. Of universal and regional cultural values in multicultural markets: Implications for marketers in *2010 AMS Cultural Perspectives in Marketing Conference: Cultural Perspectives in a Global Marketplace*, Lille, France, July 21-24.
2010. Green marketing: Aspects and strategies in International Conference on Emerging Paradigms in Management, SMS, Punjabi University, Patiala, September 4-5.
2009. Green marketing mix for green marketing”, in *2009 International Conference on Global Issues in Business & Technology*, Organized by MTMI, USA in collaboration with University of Maryland Eastern Shore and Frostburg State University, USA, December 22-24.