


Faculty Details on College Website

Title	Mr	First Name	Chandan Kumar	Last Name	Singh	
Designation	Assistant Professor					
Department	Commerce					
Address (Residence)	BB-3, DDA Flat Munirka, New Delhi-110067					
Phone No (Residence) optional	NA					
Mobile	9654902208					
Fax						
Email	Cksingh90.du@gmail.com					
Web-Page						
Education						
Subject	Institution		Year		Details	
B. Com (Hons)	D.C.A.C., Delhi University		2010		Commerce	
M. Com	S.G.T.B. Khalsa College, D.U.		2012		Commerce	
Ph.D.	Department of Commerce, D.S.E.		Pursuing		Marketing	
Career Profile						
Organisation/ Institution		Designation		Duration		Role
Delhi College of Arts & Commerce, D.U.		Assistant Professor		25 th March 2016 to till now (6 years Approx.)		Teaching
Kirori Mal College, D.U.		Assistant Professor		6 th August 2015 to 14 th February 2016 (7 Months Approx.)		Teaching
P.G.D.A.V. College, D.U.		Assistant Professor		29 th July 2013 to 5 th August 2015 (Approx. 2 years)		Teaching
Research Interests/Specialization						
Marketing, Consumer Behavior, Advertising						
Teaching Experience (Subjects/Courses Taught)						
B Com Prog & Hons. And B. A. (Prog ASPM)/ Marketing Management, Advertising, Personal Selling, Digital Marketing, Sales Promotion & Public Relation, E-Commerce.						
Honors & Awards						
Publications						
Research Paper on: "Assessing the Impact on Mergers & Acquisitions on firm performance, Evidence from India" Published in Focus Journal of International Business (January – June 2014) ISSN 2347-4459.						
Research Paper on: "Effect of Perceived Usefulness and Ease of Use on Mobile App- based Shopping: An Empirical Study among the Selected Demographics" Published in Nice Journal of Business (2019) ISSN 0973-449X.						

Conference Presentation
<ol style="list-style-type: none"> 1. Research Paper entitled “Effect of Privacy, Trust, and Risk Concerns on Mobile App-based Shopping: An Empirical Study in the Context of India”, Presented during Session 15 of the 2021, Academy of Marketing Science Virtual Annual Conference held June 1-4, 2021. 2. Research paper presentation entitled “Effect of Performance Expectancy, Effort Expectancy and Price Value on Behavioural Intention towards Mobile App-based Shopping: An Empirical Study among Select Demographics of Consumers” Presented at INTERNATIONAL E-CONFERENCE ON ADVANCES IN BUSINESS AND MANAGEMENT (4th - 6th March, 2021) Organized by Shaheed Bhagat Singh College, Department of Commerce, University of Delhi, India. 3. Mobile application-based shopping in India: Factors and variables guiding its growth; 6th Annual International Commerce Conference, Department of Commerce, Delhi University, 2018. 4. Specific demographic factors affecting the mobile application based shopping; 4th National conference on contemporary reforms in management, economy and applied business, Sri Guru Gobind Singh College of Commerce, 2018. 5. Empirical evidence of social enterprises in India, International Conference, Shyam Lal College, Delhi University, 2018
Professional Societies Memberships
Joint Secretary, GDSC/DCAC Alumni Association
Projects (Major Grants/Collaborations)
OtherDetails