




## Faculty Profile Details - Dr. Chandan Kumar Singh

Title	Dr.	First Name	Chandan Kumar	Last Name	Singh	Photograph
Designation	ASSISTANT PROFESSOR, (DEPARTMENT OF COMMERCE) DELHI COLLEGE OF ARTS & COMMERCE, University of Delhi.					
Address	C-13B, DDA Flat Munirka NEW DELHI-110067					
Phone No Office	9654902208					
Residence Mobile	- 9654902208					
Email	chandan.k.singh@dcac.du.ac.in					
Web-Page	-					
Educational Qualifications						
Degree	Institution				Year	
B.Com. (Hons.)	Delhi College of Arts & Commerce, UNIVERSITY OF DELHI				2007-2010	
M.Com.	S.G.T.B. Khalsa College, University of Delhi				2010-2012	
NET (Commerce)	UGC				2012	
Ph.D. (MARKETING)	Department of Commerce, Delhi School of Economics, University of Delhi				2022	
Career Profile						
1. ASSISTANT PROFESSOR, (Ad-hoc), DEPARTMENT OF COMMERCE, P.G.D.A.V. College, UNIVERSITY OF DELHI (SINCE 29.07.2013-05.08.2015)						
2. ASSISTANT PROFESSOR, (Ad-hoc), DEPARTMENT OF COMMERCE, Kirori Mal College, UNIVERSITY OF DELHI (SINCE 05.08.2015-14.02.2016)						
3. ASSISTANT PROFESSOR, (Ad-hoc), DEPARTMENT OF COMMERCE, Delhi College of Arts & Commerce, UNIVERSITY OF DELHI (SINCE 28.03.2016-17-11-2022)						
4. ASSISTANT PROFESSOR, (Permanent), DEPARTMENT OF COMMERCE, Delhi College of Arts and Commerce, DU, (18.11-2022- PRESENT)						
Administrative Assignments						
1. INVIGILATION						
2. EVALUATION						
3. Co-Convenor, Commerce Association, DCAC (2020-2022)						
4. Secretary, Commerce Association, DCAC (2023-2024)						
5. Nodal Officer, PwD, DCAC (2023 - Present)						

Areas of Interest / Specialization				
Marketing, Digital Marketing, Consumer Behavior, Entrepreneurship, Advertising,				
Subjects Taught				
Marketing, Digital Marketing, Entrepreneurship, Advertising, International Business				
Time table of the subjects taught during the current semester				
S.No.	Subject	Days	Time	Classroom
Principal of Marketing				
Digital Marketing				
Research Guidance				
NA				
Publications Profile				
<ol style="list-style-type: none"> <li>1. Research Paper on: “Assessing the Impact on Mergers &amp; Acquisitions on firm performance, Evidence from India” Published in Focus Journal of International Business (January – June 2014) ISSN 2347-4459.</li> <li>2. 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.</li> <li>3. Research Paper on: “Effect of Privacy, Trust, and Risk Concerns on Mobile App- based Shopping: An Empirical Study in the Context of India” Published in MANTHAN: JOURNAL OF COMMERCE AND MANAGEMENT (2020), ISSN 2347- 4440 e- ISSN- 2395- 2601</li> <li>4. Research Paper on: “EFFECT OF PERFORMANCE EXPECTANCY, EFFORT EXPECTANCY AND PRICE VALUE ON CONSUMER'S BEHAVIOURAL INTENTION TOWARDS MOBILE APP- BASED SHOPPING” Published in Prestige International Journal of Management &amp; IT-Sanchayan (2020), ISSN 2277- 1689 e- ISSN- 2278- 8441</li> </ol>				
Publications in the Last one year				
NA				

#### Conference Organization/ Presentations

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

#### Research Projects (Major Grants/Research Collaboration)

#### Awards and Distinctions

#### Association With Professional Bodies

Joint Secretary, GDSC/DCAC Alumni Association (2018-2021)

#### Other Activities

Signature of Faculty Member