

Faculty Profile



Name: Dr. Sweta Singh
Designation: Assistant Professor
Teaching Area: Human Resource Management, Industrial Relations, Industrial Law, Principles of Management, Business Communication.
Research Interests: Corporate Social Responsibility, Business ethics, Consumer Behaviour.

Education:

- PhD, FMS, Banaras Hindu University, Varanasi, 2014.
- UGC NET-JRF, 2009, Human Resource Management.
- MBA, U.P. Technical University, Lucknow, 2007.

Professional Experience: More than 2 years

- Assistant Professor (Raj School of Management and Sciences, Varanasi)
- Marketing Executive (CIPLA)

Major Publications:

- “Perception of Female Students towards Humorous Advertisements on Social Media and its Effect on their Pre-Purchase Decision: A Study of Female Student’s of BHU”, Social Media for Business, Vol. 1/March 2016, ISBN No. - 978-93-85777-40-0.
- “Examining the effect of Corporate Social Responsibility on Company’s image and reputation: A case study”, SRM-IMT Journal of Business & Management Research, Volume 1, Issue 2, Jan- June 2013, ISSN No.- 2319-6203.
- “Corporate Environmental Responsibility: An Attitudinal and Behavioural Analysis of Indian Consumers”, IME Journal, Volume VII, No. 1, 2013, ISSN No.-0974-0716.
- “Corporate Social Responsibility and Human Resource Management”, UNNATI-The Business Journal, Vol. 1, Issue 2 July - December 2013, ISSN No. - 2319-1740.
- “Consumer Attitude towards Green Advertising and Environmentalism in India: A Study of Varanasi district”, INNOVATIONS & CHALLENGES in Turbulent Times, November 2012, ISBN: 978-93-81505-44-1.
- “Societal views regarding Corporate Social Responsibility in the Indian manufacturing Industry: A demographic examination”, Prabandhan & Taqniki, 6th issue, August 2012, ISSN No.0974-8563.
- “The Impact of Socially Responsible Advertising on Buying Behaviour of Indian Consumer”, Prabandhan & Taqniki, 4th issue, 2010, ISSN No.0974-8563.