

## Faculty Profile

Name: **Dr. Pankaj Kumar Singh**

Designation: Associate Professor

Teaching Areas: Marketing Management  
Brand Management  
Marketing Strategy

Research Interests: Technology Adoption  
Green Marketing and Sustainability  
Brand Management

Education: PhD, Indian Institute of Technology (ISM), Dhanbad  
MBA, Lovely Professional University, Punjab  
M.Sc. and B.Sc., Vinoba Bhave University, Jharkhand



### Research / Selected Publications:

1. Prakash, G., Singh, P.K., Ahmad, A. and Kumar, G. (2023), "Trust, convenience and environmental concern in consumer purchase intention for organic food", *Spanish Journal of Marketing - ESIC*, Vol. 27 No. 3, pp. 367-388.
2. Jaiswal, D., Kant, R., Singh, P.K. and Yadav, R. (2022), "Investigating the role of electric vehicle knowledge in consumer adoption: evidence from an emerging market", *Benchmarking: An International Journal*, Vol. 29 No. 3, pp. 1027-1045.
3. Jaiswal, D., Kaushal, V., Kant, R., & Singh, P. K. (2021). Consumer adoption intention for electric vehicles: Insights and evidence from Indian sustainable transportation. *Technological Forecasting and Social Change*, Vol. 173, 121089.
4. Singh, P., Ahmad, A., Prakash, G. and Kushwah, P.K.S. (2021), "Investigating the effects of consumer characteristics with respect to brand knowledge and product involvement on brand alliance evaluation", *Asia Pacific Journal of Marketing and Logistics*, Vol. 33 No. 8, pp. 1798- 1813.
5. Prakash, G., Singh, P. K., & Yadav, R. (2018). Application of consumer style inventory (CSI) to predict young Indian consumer's intention to purchase organic food products. *Food quality and preference*, Vol. 68, 90-97.
6. Jaiswal, D., Kaushal, V., Singh, P.K. and Biswas, A. (2021), "Green market segmentation and consumer profiling: a cluster approach to an emerging consumer market", *Benchmarking: An International Journal*, Vol. 28 No. 3, pp. 792-812.