

Faculty Profile

Name: **Dr. Sweta Singh**
Designation: Assistant Professor
Teaching Areas: Marketing Management
Business Strategy
Entrepreneurship in Action
Research interest: Brand Bundling
Luxury Branding
Tourism Marketing
Education: PhD, IFHE, Hyderabad (2017)
MBA, IBS Kolkata (2008)
B.Com , Calcutta University (2004)



Selected Publication:

1. Singh, S. Girish, G.P. & Supra, B. (2023). A Study on Consumer Innovativeness and shopping flairs In India. Academy of Marketing Studies Journal, 27(S2), 1-7.
2. Saran, R., Kashyap, R., & Singh, S. (2023). Gen Z and Green Purchase Intention. Academy of Marketing Studies Journal, 27(5).
3. Singh, S., Kashyap, R., & Saran, R. (2023). Role of E-Satisfaction and E? Loyalty on Willingness to Pay: The Moderating Role of Alternative Attractiveness during Pandemic in the Context of E-Retailing. Academy of Marketing Studies Journal, 27(6).
4. Singh¹, S., Bhagat, R., Preeti, S. H., & Girish, G. P. (2023, November). Transforming the Financial Industry through Machine and Deep Learning Innovations. In Intelligent Computing and Optimization: Proceedings of the 6th International Conference on Intelligent Computing and Optimization 2023 (ICO2023), Volume 1 (Vol. 729, p. 167). Springer Nature.
5. Girish¹, G. P., Bhagat, R., Preeti, S. H., & Singh, S. (2023, December). AI Models for Spot Electricity Price Forecasting-A Review. In Intelligent Computing and Optimization: Proceedings of the 6th International Conference on Intelligent Computing and Optimization 2023 (ICO2023), Volume 2 (Vol. 852, p. 97). Springer Nature
6. Girish, G. P. M., Singh, S., & Supra, B. (2022). Association of electricity consumption, economic growth and FDI in India. International Journal of Accounting & Finance Review, 12(1), 30-34.