

Dr. Ambrish Singh, Ph D

Marketing & Entrepreneurship

Assistant Professor- Management, Rajkiya Engineering College, Azamgarh, Uttar Pradesh

Qualification- B.Sc., MBA, Ph. D., UGC-NET & JRF, FDP- IIM Ahmedabad, PDT- IIM Indore & IIM- Raipur

Brief Profile

Dr. Ambrish Singh has completed his Ph D in Business Administration from University of Lucknow where he worked on Purchase Decision Making of Young Consumers in India. He has completed residential Faculty Development Program of 110 days at IIM Ahmedabad in 2018 and was the coordinator of his batch. He is working as Assistant Professor in Management in Rajkiya Engineering College, Azamgarh, UP since December, 2017. Prior to this he was faculty member in Department of Business Administration, University of Lucknow. He has more than ten years of research & teaching experience to under and post-graduate classes of Business Administration. He has published quality papers in high-ranked journals on consumer decisions and also presented his research work in reputed conferences in India and abroad. He has been trained from IIM Ahmedabad, Tata Institute of Social Sciences Mumbai, IIM Indore, IIM Raipur and other top institutions of the country in advance research methods and teaching pedagogy.

Dr. Ambrish Singh is also a prominent speaker in the field of Social Entrepreneurship, Research Methods and public policy. He has chaired session in the International Conferences in IIT Delhi, Sydenham Mumbai, Sinhgad Pune, Jaipuria Ghaziabad etc. and also delivered expert lectures in University of Rajasthan, SKN COE Pune, IGNTU Amarkantak, Hasan in Karnataka, MMMUT Gorakhpur and various other institutes across the country.

His current research includes Consumer Purchase Decisions, Scaling of Social Enterprises, and BoP marketing strategies. Dr. Ambrish Singh is the member of various national and international academic and professional bodies mainly ICA, ISSA, IASSH, IUSSP, and LMA.