

Standard template for Faculty Profile for University Website						
Title	Dr.	First Name	Neena	Last Name	Sinha	Photograph
Designation		Professor				
School /Dept. Name		University School of Management Studies				
Address:		University School of Management Studies Guru Gobind Singh Indraprastha University Dwarka Sector 16 C 110078				
Phone No.		Office	011-25302610			
		Residence				
		Mobile				
Email		1. neena@ipu.ac.in 2. dr_neenasinha@yahoo.com				
Web Page (if any)		<a href="https://www.linkedin.com/in/neenasinha/">https://www.linkedin.com/in/neenasinha/</a>				
Subjects Taught		<ul style="list-style-type: none"> <li>● Corporate Social Responsibility, Human Values and Ethics</li> <li>● Research and Publication Ethics</li> <li>● Management of International Business</li> <li>● Strategic Management</li> <li>● Global Competitiveness &amp; Strategic Alliance</li> <li>● International Marketing</li> <li>● Regulatory Environment of Business</li> <li>● Strategic Management for E-Commerce</li> <li>● Information Systems Management</li> <li>● Business System Analysis &amp; Design</li> <li>● Human Resource Management</li> <li>● Disaster Preparedness and Rehabilitation</li> </ul>				
Areas of Interest/Specialization		Development Informatics, Marketing, Corporate Social Responsibility and Strategic Management				
Experience (in years)		Total	29			
		Industry	-			
		Teaching	25			
		Research	29			
Educational		UG	B.Sc. (PCM), 1985, First Division,			

Qualifications		Rajasthan University, Jaipur, India.
	PG	M.B.A., 1988, First Division, Faculty of Management Studies, M.L.S. University, Udaipur, India.
	Doctorate	Ph.D., 1995 (Topic: Impact of Japanese Technology and Capital on Indian Automotive Industry) M.L.S. University, Udaipur, India.
	Any other	
Research Publications in Journals (last 5 years)	<ol style="list-style-type: none"> <li>1. Singh, N., Sinha, N., &amp; Liébana-Cabanillas, F. J. (2020). Determining factors in the adoption and recommendation of mobile wallet services in India: Analysis of the effect of innovativeness, stress to use and social influence. <i>International Journal of Information Management</i>, 50, 191-205.</li> <li>2. Singh, N., Srivastava, S., &amp; Sinha, N. (2017). Consumer preference and satisfaction of M-wallets: a study on North Indian consumers. <i>International Journal of Bank Marketing</i>, 35(6), 944-965.</li> <li>3. Singh, N., &amp; Sinha, N. (2020). How perceived trust mediates merchant's intention to use a mobile wallet technology. <i>Journal of Retailing and Consumer Services</i>, 52, 101894.</li> <li>4. Verma, P., &amp; Sinha, N. (2018). Integrating perceived economic wellbeing to technology acceptance model: The case of mobile based agricultural extension service. <i>Technological Forecasting and Social Change</i>, 126, 207-216.</li> <li>5. Sinha, N., Singh, P., Gupta, M., &amp; Singh, P. (2020). Robotics at workplace: An integrated Twitter analytics–SEM based approach for behavioral intention to accept. <i>International Journal of Information Management</i>, 55, 102210.</li> <li>6. Sinha, N., Garg, A. K., &amp; Dhall, N. (2016). Effect of TQM principles on performance of Indian SMEs: the case of automotive supply chain. <i>The TQM Journal</i>, 28(3), 338-359.</li> <li>7. Sinha, N., Garg, A. K., Dhingra, S., &amp; Dhall, N. (2016). Mapping the linkage between Organizational Culture and TQM: The case of Indian auto component industry. <i>Benchmarking: An International Journal</i>, 23(1), 208-235</li> <li>8. Gupta, M., Sinha, N., Singh, P., &amp; Liébana-Cabanillas, F. (2021). Instagram Advertising among Young Consumers in Wearable Fitness Trackers: The</li> </ol>	

Moderating Role of Technology Acceptance Factors. *Journal of Global Marketing*, 1-22

9. Sinha, N., & Singh, N. (2022). Revisiting expectation confirmation model to measure the effectiveness of multichannel bank services for elderly consumers. *International Journal of Emerging Markets*.
10. Liébana-Cabanillas, F., Japutra, A., Molinillo, S., Singh, N., & Sinha, N. (2020). Assessment of mobile technology use in the emerging market: Analyzing intention to use m-payment services in India. *Telecommunications Policy*, 44(9), 102009.
11. Sinha, N., & Verma, P. (2020). Adoption of ICT enabled Agricultural Extension Services through Perceived Economic Well Being: ICT and PEWB. *International Journal of Information and Communication Technology Education (IJICTE)*, 16(3), 30-41.
12. Sinha, N., & Dhall, N. (2020). TQM in Indian auto component SMEs: role of contextual or institutional factors. *International Journal of Entrepreneurship and Small Business*, 40(4), 488-515.
13. Singh, P., Sinha, N., & Gupta, M. (2020). Popularity of Facebook hotel brand-page posts among consumers: a study of top ten international and domestic hospitality brands in India. *International Journal of Business and Globalization*.
14. Sinha, N., & Verma, P. (2020). The role of perceived economic well-being and conspicuous consumption in creating customer wealth. *International Journal of Business and Globalisation*, 25(4), 519-534.
15. Sinha, N., Sachdeva, T., & Yadav, M. P. Corporate Social Responsibility and Financial Performance in selected Companies of India: An Event Study Approach *International Journal of Business and Globalisation*
16. Singh, P., Gupta, M., Kumar, A., Sikdar, P., & Sinha, N. (2021). E-Grocery Retailing Mobile Application: Discerning Determinants of Repatronage Intentions in an Emerging Economy. *International Journal of Human-Computer Interaction*, 1-16.
17. Sinha, N., & Singh, N. (2019). Understanding technology readiness and user's perceived satisfaction

- with mobile wallets services in India. *NMIMS Management Review*, 37(3), 10-33
18. Sinha, N., & Singh, P. (2020). Social networking sites' advertising effectiveness: a systematic insight into literature. *International Journal of Indian Culture and Business Management*, 20(1), 37-59.
19. Sinha, N., & Matharu, M. (2019). A comprehensive insight into Lean management: Literature review and trends. *Journal of Industrial Engineering and Management*, 12(2), 302-317.
20. Matharu, M., & Sinha, N. (2019). Lean implementation in Indian manufacturing MSMEs: a SAP-LAP analysis. *Management and Production Engineering Review*, 10.
21. Sinha, N., & Gupta, M. (2019). Taxonomy of Wearable Devices: A Systematic Review of Literature. *International Journal of Technology Diffusion (IJTD)*, 10(2), 1-17.
22. Sinha, N. & Matharu, M. (2018). Improving Operational Performance through Lean Management in Indian MSMEs: Role of Organizational Culture. *Consulting Ahead Consulting Ahead*, Journal of Consultancy Development Centre, Department of Scientific & Industrial Research (DSIR), Ministry of Science and Technology, Government of India
23. Sinha, N., & Dhall, N. (2018). Mediating effect of TQM on relationship between organisational culture and performance: evidence from Indian SMEs. *Total Quality Management & Business Excellence*, 1-25.
24. Mittal, R. K., Sinha, N., & Aggarwal, M. K. (2021). Evolutionary Issues in Social Impact Investment: A Literature Review. *Review of Professional Management*, 19(1), 24-43.
25. Sinha, N., Sachdeva, T., & Yadav, M. P. (2018). Investigating Relationship between Corporate Social Responsibility and Financial Performance using Structural Equation Modelling. *Management and Labour Studies*, 0258042X18759866.
26. Yadav, M. P., & Sinha, N. (2021). Investigating the impact of Corporate Social Responsibility on Competitive Performance: An Empirical Study Based on Panel Data Analysis. *FIIB Business Review*, 23197145211015443.
27. Verma, P., & Sinha, N. (2017). Role of attitude as mediator of the perceived ease of use and

	<p>behavioural intention relationship. <i>International Journal of Management Concepts and Philosophy</i>, 10(3), 227-245.</p> <p>28. Sinha, N., &amp; Gupta, M Wearable Technology and Women Empowerment in Technology Industry: An inductive-thematic analysis. <i>Journal of Information Technology Research (JITR)</i></p> <p>29. Gupta, M., Sinha, N., Singh, P., &amp; Chuah, S. H. W. (2020). Gender differences in the wearable preferences, device and advertising value perceptions: smartwatches vs. fitness trackers. <i>International Journal of Technology Marketing</i>, 14(2), 199-225.</p> <p>30. Verma P. and Sinha, N. (2016) Mobile for Development (14D) to Create Customer Wealth <i>the International Journal of Business &amp; Management</i> 4 (3) 334-341</p> <p>31. Sinha, N., &amp; Singh, P. (2020, December). Exploring Gender Receptivity on the Process and Outcome of ‘Social Networking Site Advertising Evaluation’. In <i>e-journal-First Pan IIT International Management Conference-2018</i>.</p>
<p>Papers Published in Conference Proceedings (last 5 years)</p>	<ol style="list-style-type: none"> <li>1. Sinha N., Gupta M. and Singh P. (2020). A study on m-learning adoption among students in rural India. 3-4 January 2020 Future of Learning 2020 Conference, IIM Bangalore</li> <li>2. Singh P., Gupta M., Kumar A., Sikdar P. and Sinha N. (2020) E-Grocery retailing mobile application: Discerning determinants of repatronage intentions in an emerging economy. 2-4 January 2020 Sixth Biennial Conference of the Indian Academy of Management, IIM Tiruchirappalli</li> <li>3. Sinha N., Jain V. and Sehrawat R. Value Belief Norm Theory Through The Lens Of Indian Ethos: The Context Of Electric Vehicle Adoption 16-18 December, 2021 International Conclave on Globalizing Indian Thought Organized by the Indian Institute of Management Kozhikode</li> <li>4. Sinha N., Gupta M. and Singh P. (2019) A study on online involvement of consumers with hotel brands on Facebook in India. 12-14 December 2019 7th PAN IIM World Management Conference, IIM Rohtak</li> <li>5. Sinha N., Singh, P. and Gupta M. (2019) Influence of Facebook brand-page posts on online engagement: A study of selected hospitality brands in India. 26 – 28 July 2019 IIMI-NASMEI Summer Marketing-IS Conference, IIM Indore.</li> <li>6. Sinha N. and Singh P. (2018) Exploring Gender Receptivity on the process and outcome of ‘Social Networking Site Advertising Evaluation’. 30 – 2 December 2018 PAN IIT</li> </ol>

	<p>Management Conference, IIT Roorkee</p> <p>7. Sinha N. and Gupta M. (2018) Smartwatches or Fitness Trackers: A study of Gender Differences in Preferences and Adoption of Wearable Devices in India. 30 – 2 December 2018 PAN IIT Management Conference, IIT Roorkee</p> <p>8. Sinha N. and Singh P. (2018) Understanding the dynamics and impact of Gratification and Socialization factors on Social media network advertising 12-13 October 2018 Czech Technical University Prague, Czech Republic</p> <p>9. Sinha N. and Gupta M. (2018) Exploring the attributes of lifestyle wearable devices for enhanced adoption 12-13 October 2018 Czech Technical University Prague, Czech Republic</p> <p>10. Sinha N. and Singh P. (2018) Unravelling the Effectiveness of Social Networking Site Advertising in the light of privacy concerns Chandragupta Institute of Management, Patliputra, Bihar</p> <p>11. Sinha N. and Gupta M. (2018) Adoption of Wearable Devices: A Theoretical Review Chandragupta Institute of Management, Patliputra, Bihar</p> <p>12. Sinha N. (2017) Environment Law to Private Environmental Governance: Integrating Economics, Ecology, and Law International Students Law Conference “Sustainable development in the face of crisis: what the law must protect?” 24-25 March 2017 Faculty of Law Saint Petersburg State University Russia</p> <p>13. Sinha N. (2016) Globalization and Nationalism: Do they converge? National Conference on An Assessment of 25 Years of Globalisation in India on September 12, 2016 University School of Management Studies, Guru Gobind Singh Indraprastha University, New Delhi India.</p> <p>14. Singh P., Sinha N. and Gupta M. (2019) Cow welfare and CSR practices in India. 17-18 December 2018 5th International Management Conference (IMC5), Fortune Institute of International Business (FIIB), Delhi</p>
<p>Books          Authored/Book          Volume Chapters</p>	<p>1. Sinha Neena, Strategic Planning: An introduction to Strategic Planning (Module I) 1992, a publication of DLPU, BITS Pilani.</p> <p>2. Sinha Neena, Strategic Planning: Environment Analysis (Module ii), 1992, a publication of DLPU, BITS Pilani.</p> <p>3. Sinha Neena, Strategic Planning: Strategic Forecasting and Options (Module iii), 1992, a publication of DLPU, BITS Pilani.</p> <p>4. Sinha Neena, Strategic Planning: Strategic Evaluation (Module iv) 1991, a publication of DLPU,</p>

	BITS Pilani 5. Sinha Neena, Strategic Planning: Strategic Implementation (Module v), 1992, a publication of DLPU, BITS Pilani 6. Sinha Neena, Strategic Planning: Strategic Control (Module vi), 1992, a publication of DLPU, BITS Pilani 7. Professional Education in the Knowledge Economy, Edited Book R.K. Mittal, Neena Sinha, Sanjay Dhingra, 2008, Excel India Publishers, ISBN: 978-81-906531-7-6 8. Innovative Strategies for Transforming Organizations Lather A.S., Neena Sinha and Sanjay Dhingra Allied Publishers Pvt.Ltd.2012 ISBN: 978-81-8424-800-5		
No. of Conferences	53	Attended	Organized
	National		2
	International	53	2
Research Guidance			
		PG	M.Phil
	Awarded		13
	Undergoing		9
Research Projects	Completed	3	
	Undergoing		
Awards & Distinctions			
Administrative Assignments Handled	<ol style="list-style-type: none"> <li>1. Dean, University School of Management Studies GGS IP University Delhi August 2017-August 2020</li> <li>2. Member Board of Management, GGS IP University Delhi August 2019- August 2020</li> <li>3. Director Development August 2012 to February 2014</li> <li>4. Comptroller of Finance, GGS IP University Delhi May 2018 to March 2019</li> <li>5. Member Academic Council, GGS IP University Delhi 2012-2014, 2017 August 2020</li> <li>6. Co- Chairperson NAAC, NIRF Committees GGS IP University Delhi April 2019 onwards</li> <li>7. Chairperson IPU-Intellectual Property Right Cell April 2011 to December 2017</li> </ol>		

	<ol style="list-style-type: none"> <li>8. Member NAAC Steering Committee of the GGS IP University for Accreditation (2007-2012) and Coordinator NAAC Steering Committee Re-Accreditation for (2013-2018)</li> <li>9. Management Representative ISO:9001: 2008 Certification 2012-2014</li> <li>10. Coordinator Indraprastha Internal Quality Assurance Cell 2012-2014</li> <li>11. Member University Anti Ragging Committee 2012-2014</li> <li>12. Chief Coordinator AICTE Sponsored Industry Institute Partnership Cell</li> <li>13. Coordinator Academic Audit of Affiliated Institutions 2012-2013</li> <li>14. Internal auditor ISO 9001: 2000 Certification</li> <li>15. Coordinator Organizing Committee of Annual Convocation</li> </ol>
<p>Association with Professional Bodies</p>	<ol style="list-style-type: none"> <li>1. Member: Academic Council of I.K. Gujral Punjab Technical University Jalandhar</li> <li>2. Member: Expert Committee to frame Guidelines of UGC Community College Scheme</li> <li>3. Member UGC Screening Committee for approval of Community College Proposals</li> <li>4. Member UGC Screening Committee for approval of B Voc. Course</li> <li>5. Invited as Resource Person for Rajya Sabha TV Desh Deshantar: नई शिक्षा नीति और उच्च शिक्षा   NEP &amp; higher education 24 Feb 2021</li> <li>6. Invited as Resource Person for Rajya Sabha TV Desh Deshantar: उच्च शिक्षा - महिलाओं की बढ़ती भागीदारी   Gender Parity: Women on the move 11 June 2021</li> <li>7. Member: University Research Board of I.K. Gujral Punjab Technical University Jalandhar</li> <li>8. Member UGC Expert Committee for Grant of 12 B status to Institutions</li> <li>9. UGC Nominee in SAP -DRS Advisory Board of</li> </ol>



	<p>Department of Commerce, Sardar Patel University Vallabh Vidya Nagar Gujarat</p> <p>10. External Nominated Member Internal Quality Assurance Cell Keshav Mahavidyalaya University of Delhi</p> <p>11. Member Board of Studies Department of Commerce &amp; Management Mahatma Gandhi Antarrashtriya Hindi Vishwavidyalaya</p> <p>12. Member UPSC Interview Boards</p> <p>13. Member Academy of Management 2019 - 2020</p> <p>14. Member Strategic Management Society, the Professional Society for the Advancement of Strategic Management 2016-2019</p> <p>15. Life Member Professional Society, Global Institute of Flexible Systems Management (GIFT).</p>
Any other Achievements	2 <sup>nd</sup> Position MBA MLS University Udaipur