



**MANAV RACHNA UNIVERSITY, FARIDABAD**  
Sector 43, Aravalli Hills, Manav Rachna Campus Rd, Faridabad, Haryana 121004

**Dr. Animesh Singh**

**Designation** : Associate Professor

**Qualifications** : Ph.D., UGC – NET (Management), UGC-NET(HRM)

**Contact Detail** : Dept. of Management and Commerce MRU, Faridabad

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**Phone No.** : 9818537839

**Google scholar** : <https://scholar.google.com/citations?user=S3oIILkAAAAJ&hl=en>



**Research Interest** : HRM & Marketing

**+ Journal Publication Details:**

Mahajan, S., Gera, J. And Singh, A. (2020) "**Green Consumer: Study of Demographic and Psychographic Behavioural Segments**", Journal of Critical Reviews, Vol.7 No.10, pp.582-588

Mahajan, S., Gera, J. And Singh, A. (2020) "**Predictors Patron's of Green Food Product Purchase Behaviour**" Studies in Indian Places Name, Vol.40 No.86, pp.296-315.

Singh A., Chaudhery U. (2018) "**Role of Human Resource Development Climate on Organizational Commitment in Auto Component Manufacturing Units in India : An Empirical Investigation**" *Drishtikon: A Management Journal*, Vol. 9 No.2:pp.58-74.

Singh A., Chaudhery U. (2017) "**Role of Demographic Variables on Organizational Commitment: A Study on Indian Auto Component Manufacturing Companies**", International Research Journal of Management and Commerce, Vol.4 No.12.

Singh A., Chaudhery U. (2017) "**An Empirical Study on Relationship between HRD Climate and Organizational Commitment in Auto Component Manufacturing Companies**", *Virtue*, Vol.5 No.1.

Singh A., Chaturvedi V. (2015) "**Understanding the Intrinsic Relationship between Employee Empowerment and its Role for Effectual Talent Management: An Insinuating Perspective**", Prabandhgyan – International Journal of Management.

Singh A., Chaturvedi V. (2015) "**Understanding Interrelationship between Organizational Commitment & Selected HR Practices: A Conceptual Study**" INDIAN JOURNAL OF APPLIED RESEARCH, Vol. 5 No. 7, pp. 695-998

**+ Conference Details:**

Singh A (2020) "**Effect of Human Resource Development Climate Practices on Employee Service Behaviour: An Empirical Investigation**" National conference on Business Strategy in the VUCA World at J.C Bose University of Science & Technology, YMCA, Faridabad – **Received Best Paper Presentation Award**

(2020) "**Green Consumer: Study of Demographic and Psychographic Behavioural Segments**", International Conference on Contemporary Issues in Management

Singh A., Chaturvedi V. (2016) "**Relationship between demographic characteristics & organizational commitment : An empirical study**" National conference at Lingaya University.

(2012) "**Brand Positioning: Marketer's Success Tool**" Govt. College, Faridabad

**+ Research Supervised:**

Samriti Mahajan on "A Study on the Relationship of Consumer Attitude with Behavioral Intention in Green Food Product" Year - 2016 (Completed)

Mr. Sunil Raghav on "Corporate Social Responsibility "An Opportunity or an Obligation" A Comparison of Select Organizations in Public And Private Sector in NCR Region"(Ongoing)

Ms Deepika Chhikara "Factors of Workplace Environment that Affects Employee Performance in an organization" (Ongoing)

**+ Thesis Evaluated**

Evaluated thesis of one scholar pursuing PhD from Shri J.J.T. University, Rajasthan (2021)

**+ Administrative Responsibilities:**

PhD. – Department Coordinator

University - IQAC Team Member

University NAAC Team Member

**+ Workshops Conducted:**

Conducted a one day workshop on Data Analysis through E-Views & SPSS for MRU Research scholars in May 2021