**Neha**

Contact no: 9570495909, 8655066875 **E-mail**: neha.npsingh@gmail.com

**Career Summary**

Working as an Assistant Professor (Business Analytics) at the Department of Management Studies, Gayatri Vidya Parishad College for Degree and PG Courses, Visakhapatnam.

Completed PhD at Gitam School of Business, GITAM (deemed to be university), Visakhapatnam.

Worked seven years (approx.) at SBI Life Insurance Company, in planning & budgeting and marketing departments (May 2011 – Jan 2018).

UGC Net qualified (Assistant Professor)

Fellow at the Insurance Institute of India.

Published six research papers in Scopus-indexed and ABDC (B) category journals.

Received a Research Grant from the Insurance Institute of India for the PhD research topic.

**Core Competencies and Skills:**

* Strategic Planning & Data Analysis: A strategic planner with a strong ability to analyze data and develop effective strategies to enhance academic research outcomes, streamline institutional operations, and promote excellence in educational programs.
* Research & Scholarly Contributions: Demonstrated success in conducting in-depth research, contributing to peer-reviewed publications, and advancing knowledge in the fields of marketing and insurance. Proven ability to translate research insights into actionable strategies that benefit both academia and industry.
* Relationship Management & Problem Solving: Skilled in building collaborative relationships with academic peers, industry partners, and high-level decision-makers. Adept at identifying and addressing critical research challenges, ensuring timely and impactful contributions to the academic community.
* Leadership & Team Management: Excellent interpersonal, communication, and organizational skills, with experience in leading research teams and guiding students towards achieving academic and research goals.
* Technical Proficiency: Proficient in utilizing MS Office products and other research tools to support academic writing, data analysis, and project management.

**PAST WORK EXPERIENCE (in industry):**

**SBI Life Insurance Company Ltd. June 2014 – January 2018**

**Associate Vice President - Planning and Budgetary Department**

**Key Job Responsibilities:**

* Business trend analysis and periodic market studies for higher management, used in strategy formulation.
* Evolving market segmentation & penetration strategies to achieve product-wise targets.
* Budgeting on zone level, taking into account the company’s profit and growth aspirations, and developing Business / Operational Plans to achieve these goals.
* Monitoring competitor activities and devising effective countermeasures
* Relationship Management with partners (Cardif), which includes status reports from the company and query resolutions on various parameters
* Developing and monitoring reports on multiple functions and circulation to stakeholders

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**SBI Life Insurance Company Ltd. May 2011 – May 2014**

**Business Development Manager (BDM & Sr. BDM)**

**Key Job Responsibilities:**

As a Sr. Business Development Manager, I managed the Business Development activities across the Patna region.

* Business Development
  + Analyzing business potential, conceptualizing & executing strategies to drive sales and augment turnover, and implementing marketing plans focusing on Cross / Up-Selling, Seminars / Meets, and other promotional activities.
* Relationship Management & Customer Service
  + Enabling business growth by developing and managing a network of Channel Partners across assigned territories. Guiding and training Partners to accomplish set revenue and business targets.
  + Interfacing with Individuals / key influencers for ascertaining requirements, making presentations, and delivering need-based product solutions
  + Ensuring speedy resolution of queries & grievances to maximize client satisfaction levels
* Operational Efficiencies
  + Ensuring adherence to company and regulatory guidelines

**PAST WORK EXPERIENCE (in academia):**

**GITAM School of Business, GITAM (deemed to university) Research Scholar**

* Taught the 3-credit course “Information System for Managers” during the period Oct 2021 to Jan 2022 for PGDM - Sem I (Batch 2021-23).
* Online Learning Assistant for the course Production and Operation Management (BBA) for the period June 2021 to Sep 2021.
* Online Learning Assistant for the course Advertising and Brand Management (MBA) for the period July 2021 to October 2021.
* Taught the three-credit course of “Data Mining and Data Warehousing” during the period Feb 2022 to June 2022 for PGDM - Sem II (Batch 2021-23).
* Taught the one-credit course of CBA during the period April 2022 to June 2022 for BBA - Sem IV (Batch 2020-23).

**ACADEMIC PAPERS**

Singh, N., Panigrahi, R., Panigrahi, R. R., & Shaikh, Z. H. (2024). Fostering insurance industry agility in India: An integrated multi-method approach. *International Journal of Applied Management Science*, *16*(2), 215–238. https://doi.org/10.1504/IJAMS.2024.138648

Singh, N., Panigrahi, R., Panigrahi, R. R., & Shrivastava, A. K. (2024). An integrated total interpretive structural modeling and MICMAC model for uncovering enterprise agility barriers in the insurance industry. *Decision Analytics Journal*, *10*, 100421. https://doi.org/10.1016/j.dajour.2024.100421

Singh, N., Panigrahi, R., & Shekhar, R. (2024). Fostering Digital Engagement and Customer Retention in Indian Insurance: An Empirical Study. *Indian Journal of Marketing*, *54*(7), 68. https://doi.org/10.17010/ijom/2024/v54/i7/174017

Singh, N., & Pradhan, S. (2024). EVALUATING THE SUCCESS FACTORS FOR KNOWLEDGE MANAGEMENT IN THE FINANCIAL SECTOR: AN AHP- DEMATEL APPROACH. *International Journal of the Analytic Hierarchy Process*, 16(1). <https://doi.org/10.13033/ijahp.v16i1.1175>

Panigrahi, R., Nihar, K. L., & Singh, N. (2024). Quality Measurement of Blended Learning Model in Higher Education: Scale Development and Validation. *Higher Learning Research Communications*, *14*(1). <https://doi.org/10.18870/hlrc.v14i1.1467>

Panigrahi, R. R., Singh, N., & Muduli, K. (2024). Digital technologies and food supply chain: A scoping view from 2010 to 2024. International Journal of Industrial Engineering and Operations Management. <https://doi.org/10.1108/ijieom-05-2024-0030>

Singh, N., Panigrahi, R., Panigrahi, R. R., & Meher, J. R. (2024). Unraveling blockchain adoption in the insurance sector: A comprehensive TOE framework with knowledge management practices. VINE Journal of Information and Knowledge Management Systems. https://doi.org/10.1108/VJIKMS-08-2023-0190

**Conferences PAPER presentations**

* Presented research paper titled “Going Phygital for Building Resilience: A Phenomenological Study in Microfinance Sector” at “International Conference on Contemporary Issues in Business Management and Information Technology” organized by Amity Business School in academic partnership with Liverpool John Moores University from September 22-23, 2022.
* Presented research paper titled “Rethinking Sales Value Chain in Life Insurance: A Grounded Theory Approach” at the 2nd Pritam Singh Memorial Conference organized by IIM Nagpur from November 17-19, 2022.
* Presented research paper titled “Balancing Pace and Quality: An Agile Marketing Performance Assessment Framework” at 8th International Conference on “Global Business Environment” paradigm shift in business through agile practices, organized by IMI Bhubaneswar in association with EGADE Business School on December 9-10, 2022.
* Presented paper titled “INTERNATIONAL CONFERENCE-2024 on “RECENT DEVELOPMENTS IN COMMERCE, BUSINESS MANAGEMENT, TECHNOLOGY AND SOCIAL INNOVATION” which took place on 4th-5th January 2024, organized by Faculty Of Commerce & Business Management, Sarala Birla University.

**OTHER ACHIEVEMENTS**

* Received a Research Grant from the Insurance Institute of India for the PhD research topic.
* Presented a paper on “Venture capital fund scheme of GoI towards the eradication of rural poverty” at the Center of Advanced Study in Economics, Utkal University.
* Awarded the best research paper presentation in Patna Women’s College on the topic “Socio-economic condition of working women in Patna Municipal Corporation Area – A case study of western Bihar.”
* Won the first prize in the Insurance Institute of India’s Technical Paper on the topic “Role of technology in making micro-insurance more effective.”
* Internship with CAP foundation in conducting Labour market potential study, Business mentor networking, Employability training camps, and community profiling.

**FDPs attended**

* Participation in the webinar series “Business Analytics and Emerging Technologies: The cutting-edge business solutions for sustainable growth”, organized by GSB, Bengaluru, for the period 2nd June 2022 to 23rd June 2022.
* Participated in FDP on “Fundamentals of PLS-SEM by using SmartPLS”, conducted by NICMAR University, Pune, on 6th and 7th August and 13th and 14th August 2022.
* Participated in a two-week National Faculty Development Programme on “Advanced Research Methodology and Publishing” organized by Guru Angad Dev Teaching Learning Center, under the Ministry of Education, Government of India, held from 1st November to 30th November 2022.
* Participated in online certification program on “Advanced Multivariate Data Analytics: Moderation and Mediation Analysis using AMOS and Process Macro”, conducted by IIM, Vizag, for the period 29th August to 2nd September 2022.
* Participated in online research FDP on “MCDM Methods in Research” on 17th February 2023.
* Attended a seven-day workshop on Data Analysis for Multidisciplinary Research 2.0, conducted from 24 to 30 June 2023, organized by VIT business school, Tamil Nadu.
* Attended a five-day workshop on Theory Building and Testing from September 6 to 10, organized by Gitam School of Business, Vizag.

**Professional Qualifications:**

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| --- | --- | --- | --- | --- |
| Qualification | Board / University | Institute | **Year of Passing** | **% Marks / CGPA / DIV.** |
| Ph. D (Submitted) | GITAM, Vizag | GITAM, Vizag | Batch 2020-24 | NA. |
| PGDM (RM.) | Xavier Institute of Management, Bhubaneswar | Xavier Institute of Management, Bhubaneswar | 2011 | 6 (out of 8) |
| BA (Geography- Hons.) | Patna University | Patna University | 2008 | 75.5%/1st class with Distinction. |

**Personal Vitae**

**Gender :** Female

**Date of Birth :** 02nd Jan 1987

**Language Proficiency :** English & Hindi

**Marital Status :** Married