Sri Venkateswara College

(University of Delhi)
Benito Juarez Road, New Delhi - 110021
(Phone No. - 011-2411 2196 : Email - principal@svc.ac.in)

Print Date : 24-11-2026

1. Personal Profile

Title: **Mr.** First Name: **AJIT** Last Name: **SINGH**



Designation: **ASSISTANT PROFESSOR** Mobile No. **----------**

Phone No. (Office) **----------** Phone No. (Residence): **----------**

Email: **ajitsingh@svc.ac.in** Webpage: **----------**

Facebook: ---------- Twitter: ----------

LinkedIn: ---------- Instagram: ----------

Youtube: ---------- Research Gate Link: ----------

Google Scholar Link: ----------

Address: **----------**

2. Educational Qualifications

Degree/ Certification	Institution	Year
BBA	MDU, Rohtak	2011
MBA	KUK, Campus	2013
NET	UGC	2012
NET	UGC	2014

3. Career Profile & Administrative Assignments

Category	Role/ Designation	Department/ Committee	Date From - To	Remarks
ADMINISTRATIVE ASSIGNMENTS	MEMBER	ATTENDANCE SCREENING COMMITTEE Sri Venkateswara College	01.Jul.2023 - 30.Jun.2025	NA
ADMINISTRATIVE ASSIGNMENTS	MEMBER	EOC - EQUAL OPPORTUNITY CELL Sri Venkateswara College	01.Jul.2025 - Till date	na

4. Other Profiles

Other Profile Name/ Description

5. Research Guidance

Year	Guide For	Title of the Dissertation/ Thesis	Scholar Name	Status

6. Research Projects

Year	Title of Project	Sponsorship Agency	Duration	Amount Sanctioned	Date of Sanction

7. Publications

Category	Publication Name	Title	Name of Author	Reference Link/ DOI Link	Publication (Month-Year)
JOURNAL PAPER (International)	Psychology Behind Consumer Behaviour In Recurring Fashion: Factors Driving Purchasing Decisions.	Asian And Pacific Economic Review	AJIT SINGH (First Author)	PSYCHOLOGY BEHIND CONSUMER BEHAVIOUR IN RECURRING FASHION: FACTORS DRIVING PURCHASING DECISIONS | Asian And Pacific Economic Review https://share.google/Y9GIe0j35CCLUkBza	March 2025

8. Books

Category	Book Name	Title	Name of Author	ISSN/ ISBN Number

9. Faculty Achievements

Year	Category of Achievement	Role	National/ International etc.	Name	Date From-To

Mr. AJIT SINGH