



Sri Venkateswara College

(University of Delhi)

Benito Juarez Road, New Delhi - 110021

(Phone No. - 011-2411 2196 : Email - principal@svc.ac.in)



Print Date : 29-07-2026

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/Y9Gle0j35CCLUkBza	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