

GURBIR SINGH

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10, 2nd Floor, Faculty Block, IIM Amritsar

Teaching Interest

Broad Area of Interest: Consumer Behavior, Marketing Management and Sales & Distribution Management.

Research Interest

My research interest lies in the broad domain of consumer behavior. I am specifically interested in Compensatory Consumption Behavior of individuals who lack control. My thesis is focused on understanding the behavior of control deprived consumers during service recovery. Other than the above, I am also working in the domain of consumer incivility and consumer ethics.

ACADEMIC CONTRIBUTIONS

Publications

Peer Reviewed Journal Articles

- Singh, J., Singh, G., Kumar, S., & Mathur, A. N. (2021). Religious influences in unrestrained consumer behaviour. *Journal of Retailing and Consumer Services*, 58, 102262.
- Balaji, M. S., Jiang, Y., Singh, G., & Jha, S. (2020). Letting go or getting back: How organization culture shapes frontline employee response to customer incivility. *Journal of Business Research*, 111, 1-11.
- Kumar, B., Srivastava, H. S., & Singh, G. (2020). Consumers' intention to use environment-friendly ethical transportation medium: A conceptual framework and empirical evaluation. *Transportation research part F: traffic psychology and behaviour*, 70, 235-248.
- Srivastava, H. S., Singh, G., & Mishra, A. (2018). Factors affecting consumers' participation in consumption tax evasion. *Journal of Indian Business Research*.
- Mishra, S., & Singh, G. (2017). Forensic accounting: An emerging approach to deal with corporate frauds in India. *Global Journal of Enterprise Information System*, 9(2), 104-109.

Book Chapters

- Singh, G., Mishra, A. (2019) Ethics and Celebrity Advertising: A Case of Indian Advertising Industry. In *Ethical Branding and Marketing: Cases and Lessons*. Routledge (ISBN: 978-1-138-33727-5).
- Singh, G. (2014) Role of Banking in Credit Availability to Agriculture Sector in India. In *Latest Trends in Management, Commerce & Management*. Baba Farid College of Management & Technology (ISBN: 978-81-928584-1-8)

Book Reviews

- Singh, G., (2019) Review of *Multi-screen Marketing: The Seven Things You Need to Know to Reach Your Customers Across TVs, Computers, Tablets, and Mobile Phones* by Natasha Hritzuk and Kelly Jones. *International Journal of Technology Marketing*. 'C' in ABDC Ranking.

Achievements

- Winner of "AIM-Sheth Foundation Research Proposal Competition" and received a grant of Rs. 1,00,000 in 2019
- Recipient of the "Best Paper Award" of Rs. 35,000 from Emerald in IIM Indore-NASMEI Summer Marketing - IS Conference, IIM Indore. July 26-28, 2019
- Recipient of the "Early Career Asia/Asia-Pacific Country Scholar Scholarship" for Rs. 1,70,000 from Australia & New Zealand Marketing Academy during ANZMAC Conference held at Adelaide, Australia. December 3-5, 2018.

- ‘The Best Paper Presentation Award’ for paper titled ‘What leads to licensing or compensating behavior’ at ICSSR Sponsored National Seminar on Global Issues in Management, UBS, Panjab University, Chandigarh. March 28, 2017.
- Member of the Organizing Committee of the ‘7th International Conference on Excellence in Research and Education’ held at Indian Institute of Management, Indore. May 5-8, 2016.
- Member of the Organizing Committee of the ‘2017 IIM Indore-NASMEI Summer Marketing Conference’ held at Indian Institute of Management, Indore. July 27-29, 2017.
- Member of the Organizing Committee of the ‘2019 IIM Indore-NASMEI Summer Marketing - IS Conference’ held at Indian Institute of Management, Indore. July 26-28, 2019

Conference Presentations

- Singh, G. (2019). Godly Temptations: Influence of Religiosity on Buying Behaviour. 7th PAN-IIM Worlds Management Conference, IIM Rohtak. December 12-14, 2019.
- Singh, G. (2019). Consumer Incivility: A Control Restoration Mechanism. Society for Consumer Psychology (SCP) Boutique Conference, University of Washington, Seattle, USA. August 23-24, 2019.
- Singh, G., Singh, J. (2019). Religious Influences on Unrestrained Consumption. IIM Indore-NASMEI Summer Marketing - IS Conference, IIM Indore. July 26-28, 2019
- Singh, G., Singh, J. (2019). Religiosity and Consumer Behavior: A Literature Review. IIM Indore-NASMEI Summer Marketing - IS Conference, IIM Indore. July 26-28, 2019
- Singh, G. (2018). Consumer Incivility: A Control Restoration Mechanism. ANZMAC Conference, University of Adelaide, Australia. December 3-5, 2018.
- Singh, G. (2018). Lead Userness: From the perspective of Mindfulness and Decision Comfort. Journal of the Academy of Marketing Science India Conference, Indian School of Business, Hyderabad. April 26-28, 2018.
- Singh, G. (2018). Culture’s Influence on Consumer Complaining Behavior: An Investigation of Interplay of Power between Consumer and Service Provider. Journal of the Academy of Marketing Science India Conference, Indian School of Business, Hyderabad. April 26-28, 2018.
- Singh, G. (2018). Why Consumers Save or Spend? An Emerging Economies Perspective. Journal of the Academy of Marketing Science India Conference, Indian School of Business, Hyderabad. April 26-28, 2018.
- Singh, G. (2018). Conflicting Norms Leading to Unethical Decisions: A Study in B2B Context. International Research Conference, WeSchool, Bengaluru. January 8, 2018.
- Singh, G. (2017). Power Matters: Cultural Influence on Consumers Response to Service Failure. 11th NASMEI Conference: An International Marketing Conference in India, Great Lakes Institute of Management, Chennai. December 22-23, 2017.
- Singh, G. (2017). Unenlightened Aspects of Employer Branding. 11th NASMEI Conference: An International Marketing Conference in India, Great Lakes Institute of Management, Chennai. December 22-23, 2017.
- Singh, G. (2017). Consumers Response to Service Failure: Role of Mindfulness. 5th Biennial Indian Academy of Management (INDAM) Conference, IIM Indore. December 18-20, 2017
- Singh, G. (2017). Exploring Antecedents of Personal Saving Orientation. 5th Biennial Indian Academy of Management (INDAM) Conference, IIM Indore. December 18-20, 2017
- Singh, G. (2017). Determinants & Behavioral effect of Employer Branding. 5th PAN-IIM Worlds Management Conference, IIM Lucknow. December 14-16, 2017.
- Singh, G. (2017). Exploring the Role of Ethical Decision Making in Environment Friendly Transport Choices. 5th PAN-IIM Worlds Management Conference, IIM Lucknow. December 14-16, 2017.
- Singh, G. (2017). Exploring the Dark Side of Employer Branding. IIM Indore-NASMEI Summer Marketing Conference, IIM Indore. July 27-29, 2017.
- Singh, G. (2017). Religiosity and Attitude towards Government Influencing Consumers Participation in Consumption Tax Evasion: An Empirical Investigation. IIM Indore-NASMEI Summer Marketing Conference, IIM Indore. July 27-29, 2017.
- Singh, G. (2017). What leads to licensing or compensating behavior. ICSSR Sponsored National Seminar on Global Issues in Management, UBS, Panjab University, Chandigarh. March 28, 2017.
- Singh, G. (2017). Resolving goal conflict through licensing and compensating behavior: An integrated conceptual model. 2017 Annual Conference of Emerging Markets Conference Board, IIM Lucknow Noida Campus. January 5-7, 2017

- Singh, G. (2016). Employer branding initiatives: A case study of Whirlpool of India Ltd. Academy of International Business (AIB), India Chapter 2016, Indian Institute of Management, Indore. April 21-23, 2016.

Workshops and Doctoral Consortium

- TAPMI-MAX PLANCK-SOTON Winter School on Bounded Rationality, TAPMI, Manipal. January 8-14, 2018.
- 6th AIM-AMA Sheth Foundation Doctoral Consortium hosted by WeSchool, Bengaluru. January 5-7, 2018.
- Doctoral Workshop on Behavioral Research, 11th Great Lakes NASMEI Marketing Conference, Great Lakes Institute of Management, Chennai. December 19-21, 2017.
- Workshop on 'Networking with NASMEI', 2017 IIM Indore-NASMEI Summer Marketing Conference, Indian Institute of Management, Indore. July 27, 2017.
- Workshop on 'Perspectives on Research and Publication', 2017 IIM Indore-NASMEI Summer Marketing Conference, Indian Institute of Management, Indore. July 27, 2017.
- IIMA Doctoral Summer School 2017, Indian Institute of Management, Ahmedabad. June 1-4, 2017.
- Workshop on 'Social Network Analysis' organized by Indian Institute of Technology, Hyderabad. December 17-23, 2016
- Workshop on 'Social Network Theory' organized by Indian Institute of Technology, Hyderabad. December 17-23, 2016.
- Workshop on Research and Publishing, Indian Institute of Management, Indore. January 18 & 20, 2016.
- Professional Development Workshop, Third PAN-IIM World Management Conference, Indian Institute of Management, Indore. December 16-18, 2015.

Reviewer

- Journal of Strategic Marketing
- Journal of Global Marketing
- Journal of Indian Business Research.
- NASMEI Summer Marketing Conference, 2017 & 2019.
- Society for Consumer Psychology Conference, 2018.
- Indore Management Journal.