

Dr. Satyendra SINGH

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DEGREES HELD

2009	University Management Course	University of Manitoba, Winnipeg, CANADA
1998	PhD (Industrial Marketing)	Nottingham Trent University, Nottingham, England, UK
1997	PGDip (Research Methods)	Nottingham Trent University, Nottingham, England, UK
1993	MBA (International Business)	Maastricht School of Management, Maastricht, NETHERLANDS
1990	BEng (Mechanical/Aviation)	Muzaffarpur Institute of Technology, Muzaffarpur, INDIA

ACADEMIC EMPLOYMENT

Since July 2010	Professor, Marketing & International Business
April 2008–June 2014	Director, Centre for Emerging Markets
July 2004–June 2010	Associate Professor (tenured)
July 2000–June 2004	Assistant Professor, University of Winnipeg, Canada
June 1999–May 2000	Registered Tutor, Ryerson University, Toronto, Canada
Feb. 1996–Feb. 1999	Lecturer, Southampton Business School, Southampton, England, UK

RESEARCH

Grants: Social Sciences and Humanities Research Council of Canada (SSHRC) 4A and other cumulative funding: +\$142,000

Conference Chair: Academy of Business and Emerging Markets Conference (<https://www.abem.ca/conference>) ABEM, Canada

Editor-in-chief: (2019 -): *Journal of Academy of Business and Emerging Markets* (<https://jabem.ca>) In-progress

Journal Articles: *International Marketing Review, Industrial Marketing Management, Thunderbird International Business Review, Service Industries Journal, Journal of Services Marketing, Journal of Global Marketing, Management Decision, Marketing Intelligence and Planning, Journal of Hospitality and Leisure Marketing, Journal of Travel and Tourism Marketing, International Journal of Nonprofit and Voluntary Sector Marketing, Journal of Entrepreneurship, Journal of Transnational Management, Journal of African Business, Marketing Management Journal, Journal of Management Science, Ghana Institute of Management and Public Administration (GIMPA), Ghana Management Review.*

Conferences: *Academy of Marketing Science (AMS), American Marketing Association (AMA), Administrative Sciences Association of Canada (ASAC), European Marketing Academy (EMAC), British Academy of Management (BAM), North American Case Research Association (NACRA), World Association of Case Research and Application (WACRA), Israel Strategy Conference (ISC), African International Business and Management Association (AIBUMA), International Academy of African Business and Development (IAABD), Asia-Pacific Economic and Business History (APEBH).*

Encyclopedia: **6** *Encyclopedia of Sustainable Management*, Springer, USA; **5** *Encyclopedia of Global Business in Today's World*, Thousand Oaks: Sage; **4** *Green Consumerism*, Thousand Oaks: Sage; **3** *Encyclopedia of Sports Management and Marketing*, Thousand Oaks: Sage; **2** *International Management Encyclopedia*, Wiley, USA; **1** *Encyclopedia of Emerging Markets*, Gale, Cengage Learning.

Books: **4** *Luxury and Fashion Marketing: The Global Perspective*. Routledge, USA (Forthcoming in 2020); **3** *Market Orientation, Corporate Culture and Business Performance*. Ashgate Publishing, UK. 187 pages. Review published in JAMS, 33(2), pp. 238-240, 2005; **2** *Business Practices in Emerging and Re-Emerging Markets*. Palgrave MacMillan, NY, USA. 259 pages; **1** *Handbook of Business Practices and Growth in Emerging Markets*, World Scientific Publisher, Singapore. 546 pages.

Book Chapters: **4** Impact of culture, community, communications and leadership in social enterprises effectiveness in Africa. Innovation, Technology, and Market Ecosystems – Managing Industrial Growth in Emerging Markets. Eds. Rajagopal and Behl, R. Palgrave, USA; **3** How Semiotics Analysis Generates Intelligence in Formulating Cross-Cultural Advertising Strategies. *Global Business Intelligence*, Ed. J Mark Munoz. Routledge, USA; **2** The African Growth and Opportunity Act (AGO): International Business, Relations and Politics. *Advances in Geoeconomics*, Ed. J Mark Munoz. Taylor and Francis, UK; **1** IMF, FOREX and International Business in Emerging Markets, *Handbook of Experiential Learning in International Business*. Eds. Vas Taras and Maria Alejandra Gonzalez-Perez. Palgrave, USA

Case Studies: *Ivey Publishing, University of Western Ontario.*

Keynote speaker: Kwame Nkrumah University, Kabwe, Zambia; Takoradi Technical University, Takoradi, Ghana; MacEwan University, Edmonton, CANADA; Indian Institute of Management (IIM), Ranchi, INDIA; Birla Institute of Technology (BIT), Patna/Mesra, INDIA; University of Nairobi (UN), KENYA; National Institute of Nutrition (NIN), Hyderabad, INDIA; Kilakarai College, Madurai, INDIA; Babes-Bolyai University, Cluj-Napoca, ROMANIA.

Visiting professor: Southampton Business School, Southampton, UK; Indian Institute of Management (IIM), Ahmedabad, INDIA; Birla Institute of Management Technology (BIMTECH), Noida, INDIA; Inoorero University, Nairobi, KENYA; Regent University, Accra, GHANA; Build Bright University, Phnom Penh, CAMBODIA; University of Kigali, Kigali, RWANDA.

Posters: Canadian Commission of UNESCO.

TEACHING

Courses taught: Marketing, Consumer Behavior, Marketing Research, Entrepreneurial Marketing, International Marketing, International Business, Emerging Markets, International Management, Advance Statistical Methods, Business Policy and Strategic Planning, Not for Profit Management, Production and Operations Management, MarkStrat, PROSIM, and Luxury and Fashion Marketing.

Overseas teaching/training/consulting: Cambodia, Canada, Cote D'Ivoire, Ghana, India, Kenya, Oman, UK. (Belarus, forthcoming)

Examiner: Promotion applications (George Washington University, USA; MacEwan University, Canada; Thompson Rivers University, Canada; University of Ghana, Ghana), PhD thesis (University of Wollongong, Australia; KIIT University, India; Sharda University, India), MBA thesis (University of Cape Town, South Africa), University of Sharjah, UAE.

ADMINISTRATION

University Management and Leadership Training

University Management Course, conducted by University of Manitoba in Canmore, Alberta, Canada

- *Financial Planning, Budgeting and Management*
- *Leadership and Change*
- *Administrative, Tort, Contract; Labor and Human Rights Laws*
- *Organizational Culture and Conflict Resolution*

Human Rights Certificate Course, conducted by Human Rights Commission of Manitoba, Winnipeg

- *Human Rights in the Workplace*
- *Workplace Human Rights Complaints*
- *How to Investigate a Human Rights Complaint*

Grievance Handling Workshop at UW conducted by CAUT, Ottawa

Collective Bargaining Workshop at UW conducted by CAUT, Ottawa

AACSB training on Online/Hybrid education in Tampa, USA

UN Safety courses (Basic and Advanced)

Strategy—Balanced Scorecard—Harris Consulting, Winnipeg

University Governance

Board Member, Board of Regents, UW

University/Senate Level

Chair, Senate Nominating Committee

Senator, University of Winnipeg

Canada Research Chair (CRC) Search Committee, member

SSHRC CGS MA Scholarship Committee, member

University Honorary Degrees and Fellowship Committee, member

Senate Students' Appeals Committee, member

Women and Equity Committee, member

Senate Nominating Committee, member

Senate Library Committee, member

Faculty Level

Chair, Faculty Tenure and Promotion Committee

Faculty Tenure and Promotion Committee, member

Board member, UW Faculty Association (UWFA)
Business Department Chair Selection Committee, member
Equity Officer

Department Level

Director, Centre for Emerging Markets (direct report to the dean)
Chair, Department Curriculum Committee
Chair, Department Review Committee
Chair, Department Ethics Committee
Acting Chair, Department Personnel Committee
Departmental Librarian
Department Review Committee, Member
Department Personnel Committee, Member
Department Curriculum Committee, Member
Ethics Representative – SSHRC applications
Department UWFA Representative
Student Advisor

Journal Administration (Quarterly) – Editor-in-chief: (2007-2018), SCOPUS indexed

Founded *International Journal of Business and Emerging Markets* (IJBEM) in 2007 (Inderscience, UK), served as editor-in-chief for ten years and managed it with associate editors, board members, journal manager, typesetters and IT personnel. Got IJBEM indexed in Cabell's directory, Gale Thomson, Google Scholar, IngentaConnect, Ulrich, and Australian Business Dean's List. And submitted the journal for evaluation to Emerging Sources Citation Index (ESCI).

Conference Administration

Responsible for managing the Academy of Business and Emerging Markets (ABEM) annual academic conference and publishing its proceedings with Canadian ISBN—indexed in Library and Archives Canada. Next ABEM Conference details are at <https://www.abem.ca/conference>

COMMUNITY ENGAGEMENTS

Board Member

Winnipeg Public Library Board
Strategic Committee (Responsible for strategic plan implementation across 20 libraries in the system of Winnipeg Public Library)
India Canada Culture and Heritage Association, Winnipeg
United Nations (UN) Association in Canada, Winnipeg
Literacy Partners of Manitoba, Winnipeg

Member: UNESCO Commission for Canada, Ottawa, Canada

OTHER

Columnist: Ask Professor Singh – A regular feature appears in the [Indo-Canadian](#) monthly newspaper.

Countries travelled: 94

Africa: Cote D'Ivoire, Ethiopia, Ghana, Kenya, Malawi, Morocco, Namibia, Rwanda, South Africa, Tanzania, Togo, Uganda, Swaziland, Zambia and Zimbabwe

Asia/Australia: Australia, Belarus, Bangladesh, Bhutan, Brunei, Cambodia, China, Hong Kong, India, Indonesia, Japan, Laos, Macau, Maldives, Malaysia, Myanmar, Nepal, Pakistan, Philippines, Singapore, South Korea, Thailand, Russia, Sri Lanka, Turkey and Vietnam

Europe region: Austria, Belgium, Bosnia, Croatia, Cyprus, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Latvia, Lithuania, Luxemburg, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Spain, Sweden, Switzerland, UK, Ukraine and Vatican

Middle East: Egypt, Israel, Kuwait, Oman, Palestine and UAE

North America: Canada, Mexico and USA

South America: Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Panama, Peru and Uruguay

Caribbean: Cayman Island, Cuba, Dominican Republic, Haiti and Jamaica