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Educational Qualifications

- Ph.D, University Business School
Panjab University, Chandigarh.
- MBA, School of Management Studies
Punjabi University, Patiala

Area of Research

- Consumer Behavior
- Cross Cultural Marketing
- Digital Marketing

Selected Publications

2018. Integration of materialism with shopping motivation: motivations based profile of Indian Mall Shoppers, *Journal of Asia Business Studies*, 12(4), 381-401.
2017. Deciphering the Theoretical Foundations of Investor Behavior: A Literature Review, *International journal of Applied Business and Economic Research*, 15(9), (Co authored with J. Dhillon) 477-487.
2017. Profiling Youth on the basis of their Motivations for Social Media Political Participation: Implications for Political Marketers in Contemporary Issues in Social Media Marketing, In Rishi, B. and Bandyopadhyay, D. (eds), *Contemporary Issues in Social Media Marketing*, London: Routledge.
2015. Effect of Shopping Motivations on Indian Consumers' Mall Patronage Intention, *Asia-Pacific Journal of Management Research and Innovation*, Vol. 11 No.1, pp. 57-65.
2015. Indian Consumer Style Inventory and its role in predicting Indian Mall Patronage Intention, *International Journal of Business and Emerging Markets*, Vol. 7 No. 2, pp.203-218. (Co authored by D. Sharma)
2015. Integration of TAM, TPB, and Self-image to Study Online Purchase Intentions in an Emerging Economy, *International Journal of Online Marketing*, Vol. 5 No. 1, pp. 20-38.
2015. Of universal and regional cultural values in multicultural markets: Implications for marketers. In Sharma, D. (eds), *Cultural Perspectives in Global Marketplace: Developments in Marketing Science*, Cham: Springer.