

Dr. Lalit Singla is a distinguished academician, researcher, and administrator with over 18 years of experience in teaching, research, and industry. He is currently serving as Professor and Head, BBA at M.M. Institute of Management, Maharishi Markandeshwar (Deemed to be University), Mullana, Ambala.

He holds a Ph.D. in Management from Punjabi University, Patiala, along with an MBA (Marketing & Finance) and M.Phil. in Business Administration. His research interests include Consumer Behaviour, Marketing, Human Resource Management, Artificial Intelligence, Digital Marketing, Financial Inclusion, and Sustainable Development.

Dr. Singla has successfully guided 11 Ph.D. scholars, with several more pursuing research under his supervision. He has also received an ICSSR-funded research project on child labour among rag pickers under the Vision Viksit Bharat@2047 initiative.

An accomplished researcher, he has published numerous research papers, book chapters, conference proceedings, and books in reputed Scopus-indexed, UGC CARE, IEEE, and international journals. His recent work focuses on the application of Artificial Intelligence, Machine Learning, Consumer Analytics, and Financial Technologies in management research.

Dr. Singla has actively organized and chaired national and international conferences, faculty development programmes, workshops, and seminars. He has also delivered invited lectures as a resource person and contributed significantly to academic leadership and quality enhancement initiatives.

His outstanding contributions to higher education, research, innovation, and academic administration have established him as a respected scholar in the fields of Management and Commerce.