

**Dr. Tejinderpal Singh** is a Professor at the University Business School, Panjab University, Chandigarh, India. He has over 23 years of professional experience, including 19 years of academic experience and 4 years of industry experience in marketing and digital business domains. He is a highly recognized MOOC instructor, credited with developing and delivering the “Digital Marketing” MOOC on the SWAYAM platform of the Ministry of Education, Government of India. The course has been consistently ranked among the top 15 online courses worldwide and top 5 in India by Class Central.

Dr. Singh holds a PhD in Management from Punjabi University, Patiala. His teaching and research interests include marketing, digital technologies, e-learning, and qualitative research methods. He also serves as the Editor-in-Chief of the International Journal of Marketing and Business Communications (IJMBC) and is a Certified Professional Trainer in Qualitative Data Analysis (ATLAS.ti).

He has published widely in reputed national and international journals and has delivered more than 350 expert sessions in FDPs, MDPs, Workshops, Seminars, and Conferences across India and abroad. He has worked on three UGC/ICSSR funded research projects and developed a MOOC on “Social Media Marketing” for the Commonwealth of Learning (COL), Canada.

Dr. Singh has been thrice invited by Nottingham Business School, Nottingham Trent University, UK to speak during the Global Responsibility Week. At Panjab University, he actively contributes to various academic and administrative committees, playing a key role in promoting academic innovation, technology integration, and capacity-building initiatives.