

Dr. Sindhu S. Singh

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EDUCATION

- Ph.D., SNDT Women's University, Title: Consumer Adoption, Trust and Security Challenges on Mobile Banking: An Indian Study (March 2016)
- M.Phil, Alagappa University, Area of Specialization – Computer Science (October 2008)
- MCA, Bharathiar University, Area of Specialization – Computer Applications (April 2000)
- B.Sc, Calicut University, Area of Specialization – Mathematics (March 1997)

EXPERIENCE

- Professor, K J Somaiya Institute of Management, Mumbai, India, July 2022 to till date.
- Associate Professor, K J Somaiya Institute of Management, Mumbai, India, July 2018 - 2022
- Asst.Professor(S.G), K J Somaiya Institute of Management, Mumbai, India, 2015 – 2018
- Asst.Professor(Sr.Scale), K J Somaiya Institute of Management, Mumbai, India, 2012 – 2015
- Asst.Professor, K J Somaiya Institute of Management, Mumbai, India, 2007 – 2012
- Lecturer, SIES College of Commerce & Economics , Mumbai, India, 2003 – 2007
- Visiting faculty – St.Andrew's College of Arts, Science & Commerce, Mumbai, 2002– 2003
- Visiting faculty – St.Mary's College, Bathery,Kerala, 2001– 2002

TEACHING AREAS OF EXPERTISE

- Consistently secured good feedback from students
- Proposed and developed market-driven courses which are emerging technologies such as
 - Blockchain
 - Internet of Things
 - Cloud Computing

- Computer Vision
- Cybersecurity
- OpenCV
- IoT Analytics
- GenAI
- Key contributor to the development of programmes such as MBA(Data Science & Analytics) and MBA(Data Science)
- Board of Study Member of DST department
- PhD Guide (SVU)
- MDP Conducted
 - Emerging Technologies (Indian Institute of Banking & Finance)
 - Industry 4.0 (Godrej & Boyce)
 - Internet of Things (BOSLA)
 - Web Designing & Development using PHP(IT Dept-SVU HOI)

PUBLICATIONS (Total citations received: 757 h-index: 9 Source: Google Scholar)

Sr.No	Title	Name of Journal	Year of Publication	Indices	Citations Received
1	Examining Higher Education Students' Intention of Adopting MOOCs: An Empirical Study	International Journal of Technology and Human Interaction (IJTHI)	Aug,2022	C category in ABDC List Scopus, Web of Science Emerging Sources Citation Index (ESCI)	
2	The Moderating Role of Privacy Concerns on Intention to Use Smart Wearable Technologies: An	Journal of Global Marketing	Nov,2022	B category in ABDC List Scopus, 0.663 (2021) SJR	

	Integrated Model Combining UTAUT2 Theoretical Framework and Privacy Dimensions				
3	An integrated model combining ECM and UTAUT to explain users' post-adoption behaviour towards mobile payment systems	Australasian Journal of Information Systems	Sept 2020	A category in ABDC list, SCImago , Scopus	35
4	Understanding the intention to use mobile banking by existing online banking customers: an empirical study	Journal of Financial Services Marketing	June 2020	B category in ABDC list, SCImago Journal Rank (SJR): 0.244, Scopus. WOS	117
5	Predicting the intention to use mobile banking in India	International Journal of Bank Marketing	June 2018	A category in ABDC list, Scopus , Impact factor=5.706	296
6	Technology Adoption and the New Dimensions of Mobile Banking	IGI Global Video Book EISBN13: 9781466696990	January 2016		
7	Factors influencing the adoption of mobile banking in	International Journal of E-Services and	June 2014	Scopus	37

	India	Mobile Applications (IJESMA)			
8	Trust and Technology Acceptance on mobile banking	Encyclopedia of Business Analytics and Optimization, 1st Edition, IGI Global, ISBN13: 9781466652026	April 2014		1
9	The role of trust and technology acceptance model (TAM) on customer acceptance of mobile banking: an integrated model to improve mobile banking in banking sector-a conceptual paper	International Journal of Asian Business and Information Management (IJABIM)	Jan 2013	Scopus, Web of Science	15
10	An Empirical Analysis of the E-Service Quality Dimensions of Internet Banking in India	Presidency Journal of Management Thought & Research, ISSN 2229-5275	July 2012		
11	Customer acceptance of mobile banking: A conceptual framework	SIES Journal of Management	April 2010		173
12	Comparative Study	The IUP Journal of	June 2010		

	of Various Consistency Models in Distributed Shared Memory System	Information Technology			
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CONFERENCES:

1. Sindhu Singh, Bhargavi Karamcheti, “The benefit-risk model to study the user acceptance of robo-advisory platforms in India”, 30th RARCS conference ,Spain- June 27th to 30th June 2024.
2. Sindhu Singh, “A sentiment analysis of learner satisfaction with MOOC course”, 8th International Conference (Online) on Business Analytics and Intelligence, 20-22 December 2021, jointly organized by IIM Bangalore & IISC Bangalore.
3. Sindhu Singh, R.Subhash, Jaya Iyer, “Impact of COVID 19 on usage of digital payment systems by using technology”, Somaiya International Conference on Technology and Information Management (SICTIM-2021) – April 2021
4. Sindhu Singh, Jaya Iyer,” Exploring Sentiment Analysis on e-learning Courses based on learners’ review”, Somaiya International Conference on Technology and Information Management (SICTIM-2020) – January’ 2020
5. Sindhu Singh, “Customer Acceptance of Mobile Payment Systems: Continuous Intention and Satisfaction Framework”, 2nd International Conference on Innovative Research in Science, Technology and Management(ICIRSTM 2018) held on 29-30 September 2018 at National University, Singapore.
6. Sindhu Singh, Jaya Iyer, “Comparison of Web and Mobile UTS E-Governance application- A case study on Mumbai Railways” , Somaiya International Conference on Technology and Information Management (SICTIM-2018) – January’ 2018.
7. Sindhu Singh, Jaya Iyer, “An analysis of security in social networks” , Somaiya International Conference on Technology and Information Management (SICTIM-2017) – February’ 2017.
8. Sindhu Singh, R. K. Srivastava, “A Review of various Technology Adoption Models”, 1st SIMSR International Techno Management Research Conference –March’2012.

9. Sindhu Singh, R. K. Srivastava, "Customer Acceptance of Mobile Banking: A Conceptual Framework", 4th IIM-A Conference on emerging economies- Jan'2011.
10. Sindhu Singh, Jaya Iyer, R. K. .Srivastava, "Mobile Governance : An Emerging Direction in E-Governance- An innovative approach " , 6th SIMSR Asia Marketing Conference – Jan '2011.
11. Sindhu Singh, R. K. Srivastava, "The role of trust and TAM on customer acceptance of mobile banking: An integrated model", SIES- Asia Pacific Marketing Conference-Dec'2010.
12. Sindhu Singh, R. K. Srivastava, "Impact of Consumer Adoption, Trust and Security Challenges on Mobile Banking: An Indian Study", IBS-Doctoral Thesis –Sep'2010.
13. Sindhu Singh, R. K. Srivastava, "Trust & TAM on Mobile Banking Adoption: An Integrated Model", 5th Asia SIMSR marketing conference Jan'2010.
14. Sindhu Singh, R. K. Srivastava, "Consumer Adoption, Trust and Security Issues in Mobile Banking", 4th Asia SIMSR marketing conference Jan'2009.

REVIEWER FOR JOURNALS/CONFERENCES/ SESSION-CHAIRS:

1. International Journal of Bank Marketing(Emerald Journal ABDC A category)
2. Technology Forecasting & Social change(ABDC A category)
3. Journal of Financial Services Marketing (Springer Journal ABDC B category).
4. Internet Research(Emerald Journal ABDC A category)
5. International Journal of Human-Computer Interaction (Taylor & Francis ABDC B category)
6. Vilakshan-XIMB Journal of Management
7. International Journal of E-Services and Mobile Applications(IJESMA), IGI Global
8. International Journal of Cyber Behavior and Learning, IGI Global
9. Samavaya - Annual International Multidisciplinary Conference
10. SICTIM'22
11. 2nd Healthcare Management Conference
12. 4th International Conference in GM Area
13. Asia Pacific Journal of Business Administration(Emerald Journal ABDC C category)
14. Online Information Review (Emerlad ABDC B Category). ISSN: 1468-4527
15. Business Perspectives and Research (BPR) SAGE ABDC-C Category
16. Cogent Business & Management (Taylor & Francis)

INSTITUTE/ UNIVERSITY SERVICE

- Examination Standing Committee Member (SVU)
- University Examination Squad Member (SVU)
- Result and Moderation Committee (RMAC) Convenor-KJSIM
- In-Charge Examination (IEC- KJSIM) – June 2018 till date
- Examination Committee Chairperson-KJSIM
 - Digitization of examination process of KJSIM
 - Recruited and trained staff in examination department
 - Developed examination policies
 - Conducted training for both staff and faculty for examination software
 - During pandemic identified and customized Proctored software for conducting online examinations
 - Conducted training for staff & faculties for proctored software
- Member of Intellectual Contribution & Research Committee (ICRC)
 - System Administrator for Antiplagiarism software Turnitin
 - Prepared ICRC score for faculty members of KJSIM
 - Prepared standard2 tables for AACSB
 - Signatory member for faculty conference participation
- Convener – SICTIM Conference – 2021