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Journals

Singh, G (2013) Green Marketing – Strategy and scope of growth in Indian market. *International Journal of Marketing and Trade Policy* 5(2): 223-231

Singh, G (2013) Determinants of consumer choice for Private Labels. *International Journal of applied Business and Economic Research* 11 2: 375-383

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Singh, G (2012) Impact of Consumer culture and purchase intentions towards Fashion Apparel. *International Journal of Trends in Marketing Management* 1(10): np

Singh, G (2012) Female Buying Behaviour towards Luxury Fashion Brands - An Analytical Study of Young Indian Women. *International Journal of Physical and Social Sciences* 2(12): np

Paper Presentation

Paliwal, L and Singh, G (2016) Make In India: Opportunities and Challenges. In: *International Conference on Sustainable Business Models: Innovative Strategies and Practices*, India International Centre, Shyam Lal College University of Delhi March 16-17