



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Commerce**



Dr. Riya Singh

Assistant Professor
Department of Professional Management Studies
School of Business and Management

Areas of Specialisation:

Finance

Dr. Riya Singh earned her Ph.D. from Banaras Hindu University in 2019 and has since been actively engaged in academic research alongside her teaching responsibilities. She has developed a robust research profile, with 16 publications in reputed journals, including 9 Scopus-indexed papers, 2 ABDC-listed papers, and 5 recognized by UGC, reflecting the breadth and depth of her scholarly work. She has also successfully completed a research project under the “Shodh Pravartan” scheme, which allowed her to explore new dimensions within her subject area, bridge theory with practice, and contribute meaningful insights to the academic community. Her research approach emphasizes both rigor and relevance, aiming to address contemporary challenges while advancing theoretical understanding. Committed to academic excellence, She actively collaborates with peers, stays updated with developments in her field, and pursues interdisciplinary inquiry, consistently contributing to knowledge creation and the advancement of scholarship.

Selected Publications:

1. Gupta, N. R., **Singh, R.**, Chauhan, N., George, S. M., & Stephen, A. (2024). Analyzing the Continuation of Mask-Wearing in the Post-COVID Era: Investigating the Link Between Mask Usage and Self-perception, Self-esteem, and Emotional Expression in Undergraduate Students. In *Studies in Big Data* (pp. 237–249). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-70855-8_21
2. Gupta, N. R., Chauhan, N., **Singh, R.**, & Stephen, A. (2024). Building a Crypto Future in Bangalore: A Structural Equation Model of Tech-Savvy, Financial Distrust, Social Media, and Gen Z Adoption. In *Studies in Systems, Decision and Control* (pp. 1225–1243). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-71526-6_106
3. Gupta, N. R., Chauhan, N., & **Singh, R.** (2025). Why Gen Z stays and leaves: Role of workplace flexibility, purpose-driven roles, and digital engagement tools on job retention. *International Journal of Economic Perspectives*, 19(S1), 59–81. <https://ijeponline.org/index.php/journal/article/view/918>