

## Faculty Profile

**Name :** Mr. Harkirat Singh Bal

**Designation:** Assistant Professor

**Teaching Area:**

- Marketing Management

**Research Interest:**

- Marketing
- Wearable Devices

**Educational Qualification:**

- Ph.D. Management (Thesis Submitted)
- MBA (Marketing & HR Dual Specialization)

**Professional Experience:**

- 2 Years of Experience in Corporate and Academics

**Major Publications :**

- Bal, H. S., & Singh, M. (2022). IMC and its impact on intention to use Mobile based fitness apps. *Journal of Information and Optimization Sciences*, 43(6), 1323-1333. <https://doi.org/10.1080/02522667.2022.2118972> (Web of Science; ABDC “C”)

