

Nishit Kumar Sinha

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ORCID - <https://orcid.org/0000-0003-0703-5401>

Research Interests: Mindfulness; Management, Religion, and Spirituality; Mental health; Financial well-being; Personality psychology

Educational qualification:

2017 - 2021	Indian Institute of Management (IIM) Lucknow Ph.D. (Organizational Behavior & Human Resource Management) Topic of research - <i>Studies on Mindfulness and Well-being: Role of Dispositional, Behavioral, and Contextual factors</i>
2007 – 2009	Indian Institute of Management (IIM) Lucknow PGP-ABM
2003	Magadh University, Bodhgaya Bachelor of Science
1996	Deoghar College, Deoghar (BIEC, Patna) XII
1994	TMH School, Gaya (BSEB, Patna) X

Professional Career and Key Achievements

Total Work Experience - (Post PGPABM, IIM Lucknow) – (Apr 2009 – June 2017)

1. School of Management, Graphic Era Hill University, Dehradun **August 2013 – June 2017**

Designation – Assistant Professor

Responsibilities and work profile:

- Member of the ‘Career Skills’ curriculum design team
- Taught management courses to MBA and BBA students
- Enhanced the employability of the B. Tech / MBA / MCA students
- Provided guidance and supervision to the undergraduate and graduate students
- Developed the content related to aptitude development
- Providing academic support to other departments of the university

2. dueNorth India Academics LLP, Dehradun

March 2011 – August 2013

Designation – Founder Partner

Responsibilities and work profile:

- Strategic Role – Analyzing the gaps in the market and designing products to cater to the segment
 - Developed curriculum with **Oxford University press** catering to the overall growth of school children (CBSE Board) in K-12 segment
 - Author of Eight books (published by **Pearson Publications**)
 - Publishing Tie-up with **Bloomsbury Publishing Plc, UK** for Test Prep titles
 - **Bloomsbury Publishing Plc, UK entered in Indian Test prep market through our books**
- Academic Role -
 - **Managed** a diverse pool of faculty members
 - **Resource planning**

- Forecasting of the academics requirements
 - Recruitment and selection of new team members
- Marketing and Product Development related Responsibilities
 - Curriculum design as per the changing requirements of the examinations
 - **Ensured the dominant position** of the organization in the geographical domain

3. Endeavor Careers Pvt. Ltd, Ahmedabad

Apr 2010 – Feb 2011

Designation – Product Head, CAT, and other Aptitude Exams

Responsibilities and work profile:

Responsible for the CAT product and all the variants across India at all the stages - from resource planning to student acquisition to servicing.

4. IMS Learning Resources Pvt. Ltd.

Apr 2009 – Mar 2010

Designation – North Delhi Head

Responsible for the academic delivery (CAT product and all the variants) across all the centers in North Delhi (a total of 3 centers).

Member, Advisory Boards

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- Member of the Pearson Review Committee (PTG Segment) for Test-prep books

Research Publications

I. Published in Peer-Reviewed Journal Articles

1. Sinha, N., Kumar, P., & Priyadarshi, P. (2021). Relating mindfulness to financial well-being through materialism: Evidence from India. *International Journal of Bank Marketing*, ahead-of-print. <https://doi.org/10.1108/IJBM-07-2020-0375> (ABDC - A)
2. Sinha, N. K., Kumar, P., Kumar, S., & Priyadarshi, P. (2020). Problematic Internet Use and Psychosocial Well-being: Role of Mindfulness Mediated by Self-Control and Negative Affect. *IIM Kozhikode Society & Management Review*, 10(1), 99–112. <https://doi.org/10.1177/2277975220965346> (ABDC - C | ABS - 2)

II. Books

1. Sinha, N. K. (2006). *Quantitative Aptitude for the CAT by Pearson*. Pearson Education India.
2. Sinha, N. K. (2010). *Demystifying Number System*. Pearson Education, New Delhi
3. Sinha, N. K. (2012). *The Pearson Complete Guide to the CAT*. Pearson Education India.
4. Sinha, N. K. (2013). *Data Interpretation: Practice Book for the CAT and Other MBA Entrance Examinations*. Pearson Education India.
5. Sinha, N. K. (2016) *Logical Reasoning and Data Interpretation for the CAT by Pearson*. Pearson Education India.
6. Sinha, N. K. (2016). *Verbal Ability and Reading Comprehension for the CAT*. Pearson Education India.
7. Sinha, N. K. (2018). *Reasoning for Compt Exams*. Pearson Education India.

III. Conferences / Doctoral Colloquiums (Papers accepted / presented)

1. Sinha, N. K. (2021). Mediating Role of Resilience in the Impact of Mindfulness on Emotional, Social and Psychological Well-being as the Mental Health Indices, In The 11th Asian Conference on Psychology & the Behavioral Sciences (ACP2021), at Tokyo (Japan).
2. Sinha, N., Kumar, P., & Priyadarshi, P. (2021). Relating Mindfulness to Financial Well-being Through Materialism: Evidence from India, In the IMR Doctoral Conference (IMRDC 2021), at IIM Bangalore (India).
3. Sinha, N. K., Kumar, P., & Kumar, S. (2020). Assessing the Relationship Between Mindfulness and Trust: A Path Analysis of Underlying Mechanisms, In the Global Health & Medical Tourism (GloHMT 2020) jointly organized by Indian Institute of Management Kozhikode, International Center for Sustainable Tourism and Hospitality University of Mauritius, and Milan University, Italy, at Mauritius.
4. Sinha, N. K., Kumar, P., Kumar, S., & Priyadarshi, P. (2019). Problematic Internet Usage and Psychosocial Well-being: Is Mindfulness the Solution?, In The 19th Consortium of Students in Management Research (COSMAR 19), at the IISc., Bangalore

Newspaper / Magazine Articles

S. No.	Date and Year	Title	Where published
1	11 July, 2016	Learning to crack LR-DI section	Mbauniverse.com
2	August, 2015	Prepare for CAT in 11 weeks	India Today
3	28 March, 2014	Story of moves : How to prepare for CAT	Pagalguy.com
4	9 October, 2013	CAT 2013: How to excel in DI	Mbauniverse.com
5	September, 2013	Gear up for CAT 2013	Hindustan Times, New Delhi
6	30 March, 2011	Gearing up for Group Discussion	Hindustan Times, New Delhi

Research Software

- SPSS, AMOS