RAJESH SINGH

Associate Professor
Division of Library and Information Science
St. John's University
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EDUCATION

Ph.D. in Information Studies, Åbo Akademi University, Finland, 2005.
DISSERTATION: *Marketing Culture of Finnish Research Libraries: An Analysis of Marketing Attitude, Knowledge and Behaviour*

Master of Library and Information Science (M.L.I.Sc.), University of Lucknow, India, 1996.
THESIS: *An Assessment of Human Resource Management Issues in the Academic Libraries of Lucknow*

M.Sc. (Botany), University of Lucknow, India, 1993.

RESEARCH INTERESTS

- Knowledge Sharing in Online Environments

- Information Marketing, Branding, and Advocacy

- Innovation in Information Organizations

- Social Impact of Information Organizations

ACADEMIC EXPERIENCE

Associate Professor, Division of Library and Information Science, St. John's University, USA, September 1, 2018 –.

Assistant Professor, Division of Library and Information Science, St. John's University, USA, August 2015–August 2018.

Assistant Professor, School of Library and Information Management, Emporia State University, Emporia, USA, August 2009–May 2015.

Lecturer, School of Library, Archival and Information Studies, The University of British Columbia, Canada, 2007–2009.

Postdoctoral Researcher, Department of Information Studies, Åbo Akademi University, Finland, 2006–2007. Grant from Ella and George Ehrnrooth Stiftelse, Finland.

Researcher and Lecturer, Department of Information Studies, Åbo Akademi University, Finland, 2001–2006 (Ph.D. Student)

Research Fellow, Department of Library and Information Science, University of Lucknow, India, 1998– 2001.

Academic Counsellor, Indira Gandhi National Open University (IGNOU), Lucknow Centre, India, 1999– 2001.

Research Assistant, Institute of Ethnobiology (IOE), Lucknow, India, 1997–1998

RESEARCH

Research Projects

"The Role of Case Studies in Cultivating a Critical Thinking Mindset among New Information Professionals" 2017-18

"Management Education and Training for Information Professionals" 2015-17

"Examining Branding and Innovation Capacity, Behavior, and Impact in Information Organizations, 2016-
>   *St. John's University Summer Support of Research (SSR) Program Grant ($10,000), 2016*

"Critical Success Factors Influencing Knowledge Sharing in Online Environments" 2011-14

"Kansas Libraries' Experience Improvement Program: Mapping Libraries' Branding Capacity, Behavior and Impact in their Communities"
>   Emporia State University Research and Creativity Grant Award ($10,459) 2010-11

"Getting in Sync: Understanding Student's Learning Experience in Synchronous Environments" 2010-11

"Bowen Island Public Library Assessment: Identifying Perceptions, Opportunities and Impacts"
>   MITACS, Canada ($15,000) 2008-2009

"Branding Issues in the context of Finnish Libraries and Information Providing Institutions"
>   Ella and George Ehrnrooth Stiftelse, Finland (€7,000) 2006-2007

"Marketing Culture of Finnish Research Libraries: An Analysis of Marketing Attitude, Knowledge and Behaviour"
>   Finnish Cultural Foundation, Helsinki, Finland (€22,500) 2004-2005
>   Stiftelsens för Åbo Akademi Forskningsinstitut, Finland (€6,500) 2004
>   Centre for International Mobility (CIMO), Helsinki, Finland (€14,000) 2002-2003

"An Assessment of Marketing Scenario of R & D Libraries in India"
> University Grants Commission, India (Rs. 200,000) 1998-2001

"Botanical Archives in India"
> Indian National Science Academy, 1997-98

"As Assessment of Human Resource Management Issues in the Academic Libraries of Lucknow"
> Master's Thesis, 1995-1996

Grant Review

- MITACS (Mathematics of Information Technology and Complex Systems), Canada, 2009-present.
- Emporia State University Faculty Research and Creativity Research Proposals, 2010-13.

TEACHING EXPERIENCE

Division of Library and Information Science,
St. John's University, USA, 2015-

- Management of Information Organizations
- Knowledge Management in Information Organizations
- Marketing and Advocacy in Information Organizations
- Project Management in Information Organizations
- Project Leadership for Information Professionals Capstone
- Research and Evaluation Methods

School of Library and Information Management,
Emporia State University, USA, 2009-2015

- Foundations of Library and Information Science
- Management and Information Organizations (3 credits)
- Research in Library and Information Science
- Leadership and Information Organizations
- Marketing in Library and Information Organizations
- Grant Writing
- Capstone Course: Assessing the MLS Experience
- Leadership and Administration of Information Organizations
- Organization Theories for Administering Information Agencies
- Management of Information Agencies (2 credits)
- Advanced Research Strategies (Ph.D. Course)
- Seminar in Administrative Theory (Ph.D. Course)

School of Library, Archival and Information Studies,
The University of British Columbia, Canada, 2007-2009

- Management of Information Organizations
- Research Methods in Information Organizations
- Marketing in Information Organizations
- Financial Management of Information Organizations
- Project Management in Information Organizations

Åbo Akademi University, Finland, 2001-2006

- Organization Administration and Marketing

University of Lucknow, India, 1998-2001

- Management of Libraries and Information Centres
- Cataloguing Practice

PUBLICATIONS

Refereed Journal Articles

Singh, R. (2017). Marketing competency for information professionals: The role of marketing education in library and information science programs. *Marketing Libraries Journal, 1*(1), 60-83 http://journal.marketinglibraries.org/ *Featured Article*

Singh, R., & Vorbach, J. (2017). Re-envisioning management education and training for information professionals. *Journal for Education in Library and Information Science, 58(2)*, 94-105.

Singh, R. (2016). The impact of intrinsic and extrinsic motivators on employee engagement in information organizations. *Journal for Education in Library and Information Science, 57(2)*, 197-202.

Singh, R. (2013). Collaboration in the cloud: Role of interaction and online collaborative tools in enhancing knowledge creation in virtual environments. *Journal of Information and Knowledge Management*, *12*(4), 1350030-1-12.

Singh, R., & Ovsak, A. (2013). Library experience matters! Touchpoints to community engagement. *Journal of Library Administration*, *53*(5/6), 344-358.

Singh, R. (2009). Does your library have a marketing culture? Implications for service providers. *Library Management*, *30*(3), 117-137.

Singh, R. (2009). Does your library have an attitude problem towards 'marketing'? Revealing inter-relationship between marketing attitudes and behavior. *The Journal of Academic Librarianship, 35*(1), 25-32.

Singh, R. (2009). Mind the *gap*: Unlocking the relationship between market orientation and service performance. *Library Review*, *58*(1), 28-43.

Singh, R. (2009). Exploring the connection between marketing knowledge and behavior of library and information science professionals. *Library Leadership & Management*, *23*(3), 113-122.

Singh, R. (2008). Le marketing relationnel pour les services de documentation: l'approche scandinave. *Documentaliste Sciences de l'information*, *45*(1), 60-63. ***Reprinted.***

Singh, R. (2005). Marketing culture of Finnish research libraries: Implications for customer satisfaction. *Informaatiotutkimus, Finnish Journal of Information Studies,* 24(4), 82-90. ***Invited***

Singh, R. (2004). Branding in library and information context: The role of marketing culture*. Information Services & Use*, *24*, 93-98. ***Invited***

Singh, R. (2003). Developing marketing relationship with customers: A Scandinavian perspective. *Library Management*, *24*(1&2), 34-43.

Singh, R., & Ginman, M. (2002).Challenges and issues in the application of marketing principles in LIS environment: An experience. *Tidskrift för Dokumentation, The Nordic Journal of Documentation, 57*(4), 79-87.

Singh, R. (2000). Assessment of promotional aspects vis-à-vis marketing in CSIR libraries and information centres of India. *ILA Bulletin*, *36*(2), 39-47.

Singh, R. (2000). Cataloguing archival records of a plant scientist: A case study. *IASLIC Bulletin*, *45*(3), 135-138.

Singh, R. (1999). Computerised information retrieval system: Role of minimal level cataloguing. *DESIDOC Bulletin of Information Technology*, *19*(3), 29-33.

Singh, R. (1998). An assessment and evaluation of human resource management issues in the academic libraries of Lucknow: A study. *Annals of Library Science and Documentation*, *45*(3), 103-115.

Scholarly Journal Articles (Editor-Reviewed)

Singh, R. (2016). Managing projects: The role of communication in project management. *Information Outlook, 20*(5), 4-6.

Singh, R. (2016). Creating engaging library experiences through effective content marketing. *Oregon Library Association Quarterly, 21(4),* 49-54. ***Invited.***

Singh, R. (2014). Engaging your library community through effective brand advocacy: STEPPS to Success. *Feliciter*, *60*(3), 27-29.

Singh, R. (2013). A more holistic approach: Strategic engagement. *Information Outlook, 17*(1), 17-19.

Singh, R. (2012). Three's company: Leadership in the three spheres of strategic influence. *Feliciter, 58*(5), 24-26.

Singh, R. (2007). Developing a marketing culture in libraries. *Feliciter*, *53*(3), 145-147. ***Invited***

Scientific Monograph

Singh, R. (2005). *Marketing culture of Finnish research libraries: An analysis of marketing attitude, knowledge and behaviour.* Åbo: Åbo Akademi University Press. Doctoral Dissertation. http://bibbild.abo.fi/ediss/2005/SinghRajesh.pdf

Refereed Conference Papers

Singh, R. (2018). Impact on intrinsic motivators on knowledge sharing in virtual environments: Implications for workplace information literacy and collaborative practices. In Proceedings of the *European Council on Information Literacy (ECIL)*, Sept 24-27, Oulu, Finland.

Singh, R., & Kevin, R. (2018). Cultivating a critical thinking mindset in the era of "alternative facts." In Proceedings of the Association for Library and Information Science Education Annual Conference: ALISE 2018 on *The Expanding LIS Education Universe*, Denver, CO, USA, 42-44. http://hdl.handle.net/2142/99018

Hartnett, L., Singh, R., & Zamir, H. (2017). Navigating the next step: An interactive panel for doctoral students. ASIS&T 2017 Conference on *Diversity of Engagement: Connecting People and Information in the Physical and Virtual Worlds*, Oct 27-Nov 1, Crystal City, VA.

Singh, R., & Miller, K. (2015). Standing out in the academic LIS job market: An interactive panel for doctoral students. ASIS&T 2015 Conference on *Information Science with Impact: Research in and for the Community, Nov 6-10, St. Louis, MO.*

Singh, R. (2011). How tangible your library is in digital environment? Implications of social media marketing in reinventing communities' library experiences. In D.K. Gupta, & R. Savard (Eds.), *Marketing Libraries in a Web 2.0 World (*pp. 97-108), Berlin: De Gruyter Saur.

Singh, R. (2011). Re-branding academic libraries in an experience culture. Proceedings of the *KLA-CULS Fall Conference on Originate, Create, Renovate, and Innovate: Leading Revolution in the Academic Library*. October 14-15, 2010. Emporia State University, USA, 91-95. http://www.jftonline.org/journals/index.php/CULS/article/viewFile/1365/1152

Singh, R., & Ballester, Y. (2010).Making the connection: Using synchronous meetings to create a more meaningful online learning experience for students. Proceedings of the *EDULEARN 10* on *International Conference on Education and New Learning Technologies*, Jul 5-7, 2010, Barcelona, Spain, 5550-5558.

Singh, R. (2008). What kind of connection exists between marketing attitudes and behaviour? A peep into the interacting landscape of the marketing and LIS world. Proceedings of the Annual 2008 conference of CAIS/ACSI on *Information Beyond Borders: LIS interacting with other disciplines*, Jun 5-7, 2008, Vancouver, Canada. http://www.cais-acsi.ca/proceedings/2008/singh_2008.pdf

Singh, R. (2006). Market orientation and service performance in libraries: An unexplored relationship. Proceedings of the Annual 2006 conference of CAIS/ACSI on *Information Science Revisited: Approaches to Innovation*, Jun 1-3, 2006, Toronto, Canada. http://www.cais-acsi.ca/proceedings/2006/singh_2006.pdf

Singh, R. (2005). What kind of market orientation exists in Finnish research libraries? Implications for managing customer knowledge and relationship. Proceedings of *Managing Modern Organizations with Information Technology*, May 15- 18, 2005, San Diego, California,

USA, 899-901.

Singh, R. (2005). Dimensions of market orientation in Finnish libraries: An assessment. Proceedings of the BOBCATSSS 2005 Symposium on *Librarianship in the Information Age*, Budapest, Hungary, Jan 31-Feb 2, 2005, 403-416.

Singh, R., & Satyanarayana, N.R. (2001).Marketing of library and information services: Lessons for contemporary librarians and information professionals. Proceedings of Third Annual National MANLIBNET Convention on *Business Librarianship & Information Services: From Independence to Interdependence*, Mar12-14, 2001, Lucknow, India.

Singh, R. (2000). Innovating new information services and products: A marketing strategy for survival and development. Proceedings of the XIX IASLIC National seminar on *Library and Information Profession at the Cross-roads*, Nov 13-16, 2000, Bhopal, India, 330.

Singh, R. (2000). Measuring marketing mix in CSIR libraries and information centres: An Indian experience. Proceedings of the 19th Annual Convention and conference of SIS on *Information Management in New Millennium"*, Jan 27-29, 2000, New Delhi, India.

Singh, R. (1999). Quality management in library and information services: an approach for customer care. Proceedings of the XXII All India Library Conference of IASLIC on *Information Management in the context of Fast Emerging Information Society*, Dec 28-31, 1999, Agra, India, 271.

Singh, R. (1999). ISO 9000 and the art of quality management in libraries and information centres. Proceedings of the XXII All India Library Conference of IASLIC on *Information Management in the context of Fast Emerging Information Society,* Dec 28-31, 1999, Agra, India, 171-176.

Singh, R. (1999). Marketing of information in select CSIR libraries and information centres of Northern India: An assessment. Proceedings of the 45th All India Library Conference of ILA on *Library Vision 2010: Indian Libraries and Librarianship in Retrospect and Prospect*, Dec 23-26, 1999, Hisar, India, 513-541.

Singh, R. (1999). Access to information services in electronic era: A customer focused approach. Proceedings of the 44th All India Library Conference of ILA on *Libraries and Information Services in Electronic Information Era*, Feb 25-28, 1999, Hyderabad, India, 126-130.

Singh, R. (1998). Access to information: Importance of customer care. In proceedings of XVIII National Seminar of IASLIC on *Right to Information*, Dec 21-24, 1998, Thrissur, India, 83-86.

Book

Fuchs, C., Singh, R., & King, T. (2018). *Teaching Leadership Consideration: Case Studies for Library and Information Science Education*. Association for College and Research Libraries (ACRL). ***Forthcoming***

Book Chapters

Singh, R., & Jankovitz, L. (2018). Effective project management techniques to prepare information professionals for the future workforce. In S. Hines & A. Daughtery (Eds.), *Advances in library administration and organization 2018: Project management in the library workplace, Vol. 38* (pp. 279-294)*.* Bingley, U.K.: Emerald.

Singh, R. (2013). Effective use of social media marketing for customer engagement in information organizations. In D.K. Gupta, C. Koontz & A. Massisimo (Eds.), *Marketing library and information services – II (*pp. 361-371), Berlin: De Gruyter Saur.

Singh, R. (2006). Understanding marketing culture in Finnish libraries. In D.K. Gupta, C. Koontz, A. Massisimo, & R. Savard (Eds.), *Marketing library and information: International perspectives* (pp. 64-72), Munchen: KG Saur. ***Invited***

Singh, R. & Satyanarayana, N.R. (1999).Marketing scenario of information products and services in the 21st century: a case study in CSIR libraries at Delhi. In M. Bavakutty & M. Parmeswaran (Eds.). *Management of Libraries in the 21st Century (*pp. 259-271)*,* New Delhi, India: Ess Ess.

Journal Abstracts

Singh, R. (2003). Marketing culture in Finnish libraries and information centres: A study. *Canadian Journal of Information and Library Science, CJILS/RCSIB 27*(4), 2002-2003, 81-82.

Singh, R. (2004). An examination of the role of marketing culture in defining consumer satisfaction in Finnish libraries. *Canadian Journal of Information and Library Science,* CJILS/RCSIB, *28*(3).

INVITED PRESENTATIONS

Singh, R. (2017). *Personalizing and managing the Bb environment.* St. John's University, Spring Technology Forum, Jan 11, 2017, NY.

Singh, R. (2016). *Managing change in information organizations from inside out.* Webinar for LYRASIS. Sept 9, 2016 Atlanta, GA.

Singh, R. (2016). *Excavating the emotional pathways to change in libraries.* Long Island Library Resources Council (LILRC), Farmingdale Public Library, July 29, 2016, NY.

Singh, R. (2016). *Engaging your library community through contagious brand advocacy.* Long Island Library Resources Council (LILRC), Farmingdale Public Library, July 15, 2016, NY.

Singh, R. (2013). *Leading change in libraries with strategic thinking and stick-to-itiveness.* Alaska Library Association Annual Conference, Mar 21-24, 2013, Valdez, Alaska.

Singh, R. (2013). *Library image and Branding: Touchpoints to community engagement.* Alaska Library Association Annual Conference, Mar 21-24, 2103, Valdez, Alaska.

Singh, R. (2010). *Search for tomorrow: Branding in libraries for a better future.* Research Seminar Salt Lake City Library. Nov 13, 2010, Salt Lake City, USA**.**

Singh, R. (2010). *Uncovering organizational branding in libraries: Research in progress*. Research Seminars Fall 2010, Department of Information Studies, Abo Akademi University, Aug 11, 2010, Abo, Finland.

Singh, R. (2010). *The Impact of synchronous interaction on students' learning experience.* Research Seminars Fall 2010, Department of Information Studies, Abo Akademi University, Aug 12, 2010, Abo, Finland.

Singh, R. (2010). *Kansas libraries' experience improvement program: A research proposal for understanding branding capacity, behavior, and impact in their communities.* Research Seminar, SCKLS, June 15, 2010, Hutchinson, Kansas, USA.

Singh, R. (2003). *Branding in library and information context: The role of marketing culture.* EUSIDIC Annual Conference, Oct 19-22, 2003, Prague, Czech Republic.

PRESENTATIONS (PEER-REVIEWED)

Singh, R. (2018). *Library brand advocacy: STEPPS to effective community engagement.* Nevada Library Association's 2018 Annual Conference on "Libraries are for Everyone," Oct 12-14, Las Vegas, NV.

Singh, R. (2018). *Impact of intrinsic motivators on knowledge sharing in virtual Environments: Implications for workplace information literacy and collaborative practices.* European Conference on Information Literacy (ECIL), Sept 24 – 27, Oulu, Finland.

Singh, R., Trinchetta, G.G., & Albanese, J.A. (2018). *It's showtime: Imparting leadership lessons through the camera lens.* St. John's University's "Teaching Narratives Symposium: Sharing Innovative Pedagogies," May 31, New York City, NY.

Singh, R., & Kevin, R. (2018). *Cultivating a critical thinking mindset among new information professionals in an era of "alternative facts."* ALISE 2018 Conference on "The Expanding LIS Education Universe," Feb 6 – 9, Denver, CO.

Singh, R. (2017). *Before you market: What you need to know about your library's market orientation and marketing culture.* 2017 Library Marketing and Communication Conference (LMCC), Nov 15-16, 2017, Dallas, TX.

Singh, R., & Vorbach, J. (2017). *Partnering with the LIS community to design curriculum for development of management skills in information professionals.* ALISE 2017 Conference on Community Engagement & Social Responsibility, Jan 17-20, 2017, Atlanta, GA. *Juried Paper Presentation.*

Singh, R. (2016). *Of human bondage: Breaking through to lasting change in information organizations.* IFLA 2016 Satellite Meeting on Management and Marketing Section on Managing Human Resources in the Library and Information Context: How do we want to work tomorrow? Aug 10-11, 2016, Toronto, Canada.

Singh, R. (2016). *What motivates future information professionals? It is probably not what you think.* ALISE 2016 Conference on Radical Change: Inclusion and Innovation, Jan 5-8, Boston, MA. *Juried Paper Presentation.*

Singh, R. (2014). *From Content Creation to Community Engagement: STEPPS to Success.* 2014 Kansas Library Association (KLA) Conference on Engaging Communities Promoting Learning, Oct 29-31, Wichita, KS, USA.

Singh, R. (2014). *Library brand advocacy: An innovative approach for engaging the community.* Oregon Library Association (OLA) Conference 2014 on The Inside Out Library, Apr 16-18, Salem, OR, USA.

Singh, R. (2013). *Collaboration in the cloud: Role of interaction and online collaborative tools in enhancing knowledge creation in virtual environments*. ASIS&T-hosted International Conference on Knowledge Management 2013, Nov 1-2, Montreal, Canada.

Singh, R. (2013). *The emotional pathway to lasting change in libraries.* CALCON 2013, Colorado Association of Libraries Conference, Oct 17-19, Loveland, USA.

Singh, R. Warner, L. & Heupel, C. (2013). *Beyond carrots and sticks: What really engages library employees.* 2013 Kansas Library Association Conference, Oct 9-11, Topeka, USA.

Singh, R. (2013). *Library branding: From public service to community hotspot.* 2013 Kansas Library Association Conference, Oct 9-11, Topeka, USA.

Singh, R. (2013). *Tapping into emotions: Strategies for reinventing libraries.* 2013 Kansas Library Association Conference, Oct 9-11, Topeka, USA.

Singh, R. (2013). *Experience matters! Building libraries' brand image through experience management.* Missouri Library Association 2013 Annual Conference, Oct 2-4, St. Louis, USA.

Singh, R., & Ballester, Y. (2013). *Rethinking online discussion: Instructional strategies for engaging students.* 2013 EDUCAUSE West/Southwest Regional Conference, Feb 12-14, Austin, USA.

Singh, R., & Ballester, Y. (2012). *Rethinking online discussions: From boredom to engagement.* KAECT-KASL 2012 Conference on Dream, Create and Inspire Salina Bi-Centennial Centre, Oct 18-19, Salina, USA.

Singh, R. (2012). *Strategic leadership in the new information landscape.* Library 2.012 Worldwide Virtual Conference, Oct 3-5 library2012.com.

Singh, R., & Ballester, Y. (2012). *Bored with the boards? Strategies for engaging students in online discussion.* SIDLIT 2012, Summer Institute on Distance Learning and Instructional Technologies, Johnson County Community College, Aug 2-3, Overland Park, USA.

Singh, R., & Ballester, Y. (2012). *In sync with students: Strategies for enhancing learning with synchronous online sessions.* 2012 EDUCAUSE Learning Initiative (ELI), Feb 13-15, Austin, USA.

Singh, R., & Ballester, Y. (2011). *Do online collaborative tools foster knowledge sharing within virtual teams?* CCUMC 2011 Annual Conference on Leadership in Media and Academic Technology, South Texas College, South Padre Island, Oct 5-9, 2011, Texas, USA.

Singh, R., & Ovsak, A. (2011). *Addressing the total customer experience: The impact of branding in shaping tomorrow's libraries.* Missouri Library Association 2011 Annual Conference on Envisioning Tomorrow, Oct 5-7, 2011, Kansas City, USA.

Singh, R., & Ballester, Y. (2011). *Using collaborative technologies to enhance teamwork in virtual environments.* SIDLIT 2011, Summer Institute on Distance Learning and Instructional Technologies, Johnson County Community College, Aug 4-6, Overland Park, USA.

Singh, R., & Ballester, Y. (2011). *Trepidation-free teamwork in a virtual environment*. E-Learning Institute, Emporia State University May 31-June 1, 2011, Emporia, USA.

Singh, R., & Ballester, Y. (2011). *Escaping the groupwork grind: Online collaborative tools for knowledge sharing in virtual teams.* Conference on Higher Education Computing in Kansas, CHECK 2011, May 25-26, Lawrence, Kansas, USA.

Singh, R. (2011). *Critical success factors in elevating students' learning experience in synchronous online environments.* Ninth Annual EDUCAUSE Midwest Regional Conference on Empowering Today's Students for Tomorrow's World. March 14-16, 2011, Chicago. USA.

Singh, R. (2010). *Time for a change: Playing the brand game to engage academic library customers.* ACRL Oregon and Washington Fall 2010 Conference on If We Knew Today What We'll Know Tomorrow: Future Thinking for Academic Libraries. Oct 28-29, 2010, Portland, USA.

Singh, R. (2010). *Re-branding academic libraries in an experience culture.* KLA-CULS Fall Conference on Originate, Create, Renovate, and Innovate: Leading Revolution in the Academic Library, October 14-15, 2010. Emporia State University, USA.

Singh, R. (2010). *How tangible your library is in digital environment? Implications of social media marketing in reinventing communities' library experiences.* IFLA 2010 Satellite Meeting on Marketing libraries in a Web 2.0 World, Aug 7-8, 2010, Stockholm, Sweden.

Singh, R., & Ballester, Y. (2010). *Meaningful connections: Understanding students' learning experience in a synchronous environment.* SIDLIT 2010, Summer Institute on Distance Learning and Instructional Technologies, Johnson County Community College, Aug 6-8, 2010, Overland Park, USA.

Singh, R., & Ballester, Y. (2010). *Making the connection: Using synchronous meetings to create a more meaningful online learning experience for students.* EDULEARN 10, International Conference on Education and New Learning Technologies, July 5-7, Barcelona, Spain.

Singh, R., & Ballester, Y. (2010). *Synchronicity in an asynchronous world: Students' Learning experience in a synchronous environment.* Conference on Higher Education Computing in Kansas, CHECK 2010, May 26-27, Fort Hays State University, Hays, KS, USA.

Singh, R., & Ballester, Y. (2010). *Traversing the great divide: Using Adobe Connect to create a more meaningful online learning experience for SLIM students.* E-Learning Institute, Emporia State University May 25-26, 2010, Emporia, USA.

Singh, R. (2010). *Beyond performance indicators: Managing customers' library experience.* Kansas Library 2010 Annual Conference, Apr 7-9, 2010, Wichita, USA.

Singh, R. & Conroy, M. (2009). *From awareness to partnership: Identifying library perceptions, opportunities and impacts.* BC Library Conference 2009on Be Curious: Think, Share, Discover Apr 16-18, 2009, Burnaby, Canada.

Singh, R., & Conroy, M. (2008). *Bowen Island Public Library assessment: Identifying perceptions, opportunities and impacts.* School of Library, Archival and Information Studies Colloquium, The University of British Columbia, Nov 12, 2008, Vancouver, Canada.

Singh, R. (2008). *What kind of connection exists between marketing attitudes and behaviour? A peep into the interacting landscape of the marketing and LIS world.* Annual 2008 conference of CAIS/ACSI on Information Beyond Borders: LIS interacting with other disciplines, Jun 5-7, 2008, Vancouver, Canada. http://www.cais-acsi.ca/proceedings/2008/singh_2008.pdf

Singh, R., Walters, S., & McCreedy, V. (2008). *Customers can't be ignored: Strategies for service excellence.* BC Library Conference on Off the Shelf and Out of the Box: Creativity in Libraries, Apr 17-19, Richmond, Canada, 33.

Singh, R. (2006). *Market orientation and service performance in libraries: An unexplored relationship.* Annual 2006 conference of CAIS/ACSI on Information Science Revisited: Approaches to Innovation, Jun 1-3, 2006, Toronto, Canada. http://www.cais-acsi.ca/proceedings/2006/singh_2006.pdf

Singh, R. (2005). *What kind of market orientation exists in Finnish research libraries? Implications for managing customer knowledge and relationship.* IRMA International Conference on Managing Modern Organizations with Information Technology May 15- 18, 2005, San Diego, USA.

Singh, R. (2005). *Dimensions of market orientation in Finnish libraries: An assessment.* BOBCATSSS 2005 Symposium on Librarianship in the Information Age, Jan 31- Feb 2, 2005, Budapest, Hungary.

Singh, R. (2004). *An examination of the role of marketing culture in defining consumer satisfaction in Finnish libraries.* Connection 2004: 9th Great Lakes Information Studies Conference, May 15-16, 2004, Toronto, Canada.

Singh, R. (2004). *Marketing culture of Finnish libraries.* Norslis Seminar on Theory Development, Mar 28-Apr 2, 2004, Borås, Sweden.

Singh, R. (2003). *Knowledge-enabled customer relationship management: A case of Finnish libraries.* Workshop on Knowledge Management in Practice in Organizational and Everyday Life, Department of Information Studies, Åbo Akademi University, Dec 16, 2003, Turku, Finland.

Singh, R. (2003). *Branding in library and information context: The role of marketing culture.* EUSIDIC Annual Conference, Oct 19-22, 2003, Prague, Czech Republic.

Singh, R. (2003). *Marketing culture in Finnish libraries and information centres: A study.* Connection 8: Quest for Knowledge Conference, Jun 6-8, 2003, Long Island University, New York, USA.

Singh, R. (2003). *The role of marketing in the library and information services profession: Some methodological considerations.* Nordis-Net Doctoral Workshop on Selecting Data Collection and Data Analysis Methods for Doctoral Research Projects in the context of Theoretical Frameworks, Oct 10-12, 2002, Gothenburg, Sweden.

Singh, R. (2001). *The role of marketing in the library and information services profession: Future implications.* Nordis-Net Doctoral Workshop on Selecting Theoretical Frameworks for Doctoral Research Projects, Nov 22-25, 2001, Vilnius, Lithuania.

RESEARCH POSTERS

Singh, R., Olson-Charles, K., Warner, L., & Heupel, C. (2014). *Workplace motivations in new librarians.* Oregon Library Association (OLA) Conference 2014 on The Inside Out Library, April 16-18, Salem, OR, USA.

Singh, R.., Warner, L., & Heupel, C. (2013). *Workplace motivators: Carrot and stick won't cut it!* Research and Creativity Day, Emporia State University, May 2, Emporia, USA.

Singh, R., & Ovsak, A. (2011). *Managing customer's library experience matters! Mapping libraries' branding capacity, behavior and impact in their communities.* ALISE 2011 Annual Conference on Competitiveness & Innovation. Jan 4-7, San Diego, USA.

Singh, R., & Ovsak, A. (2010). *Reaching out, building bonds: Uncovering the brand value and image of academic libraries.* KLA-CULS Fall Conference on Originate, Create, Renovate, and Innovate: Leading Revolution in the Academic Library. October 14-15, Emporia State University, USA.

WEBINARS & PANELS

Pavlovsky, L., Guzik, E., Hartel, J., Hicks, D., Nguyen, A.T., & Hawamdeh, S. (2018). *Curricula and programs for the expanding LIS Education Universe.* Special Interest Group (SIG) Panel on "Innovative Pedagogies." ALISE 2018 Conference on "The Expanding LIS Education Universe," Feb 6 – 9, Denver, CO. ***Co-Convener***

Singh, R., & Vorbach, J. (2017). *Re-envisioning management education and training for information professionals.* ASIS&T Webinar, April 5. ***Organizer & Presenter***

Singh, R. (2016). *Managing change in information organizations from inside out.* LYRASIS Webinar. Sept 9, Atlanta. GA. ***Presenter***

Heidi, J. (2017). *The role of information scholars and professionals in responding to fake news, misinformation, and propaganda.* ASIS&T Webinar, March 31. **Organizer & Moderator**

Zeng, M. L., & Gracy, K. F. (2015). *Introducing cultural heritage informatics into the curriculum of LIS education.* ASIS&T Webinar, April 15. ***Organizer & Moderator***

Wong, P. (2015). *The grant writing course: A real world experience to build communities. ASIS&T Webinar,* April 9*. **Moderator***

Martinez, M., & McLaughlin, J.L., & Miller, K. (2015). *Producing effective online programs and services: Experiences and lessons learned.* ASIS&T Webinar, Jan 21. ***Moderator***

Jaeger, P. T., Gorham, U., & Taylor, N. (2014). *Teaching information policy*. ASIS&T Webinar, Aug 27. ***Organizer***

Ph.D. Student Supervision

Karen Diller, 2014. *Restorative library study spaces.* (Dissertation Committee Member)

Rhonda Atkinson, **2012.** *The Greensburg 2007 tornado crisis: Extension agents make sense of informational needs, information seeking behaviors and information satisfaction.* (Dissertation Committee Member)

Examiner for Ph.D. Qualifying Exams

Brain Schwartz, 2013 Examiner on Ph.D. Qualifying Exam "Research Methods and Strategies," School of Library & Information Management, Emporia State University, Kansas, USA.

Terri Summey, 2013 Examiner on Ph.D. Qualifying Exam "Research Methods and Strategies," School of Library & Information Management, Emporia State University, Kansas, USA.

Heidi Blackburn, 2012 Examiner on Ph.D. Qualifying Exam on "Management and Organizational Theories," School of Library & Information Management, Emporia State University, Kansas, USA.

Charis Wilson, 2011 Examiner on Ph.D. Qualifying Exam "Research Methods and Strategies," School of Library & Information Management, Emporia State University, Kansas, USA.

Charis Wilson, 2011 Examiner on Ph.D. Qualifying Exam on "Management and Organizational Theories," School of Library & Information Management, Emporia State University, Kansas, USA.

Lori Franklin, 2010 Examiner on Ph.D. Qualifying Exam on "Research Methods and Strategies," School of Library & Information Management, Emporia State University, Kansas, USA.

Jean Derbyshire, 2010 Examiner on Ph.D. Qualifying Exam on "Management and Organizational Theories," School of Library & Information Management, Emporia State University, Kansas, USA.

Independent Study Research Supervision

Lindsay Jankovitz, Spring 2017. *Effective project management techniques to prepare information professionals for the future workforce.* Division of Library & Information Science, St. John's University, New York

Melissa Aaronberg, Fall 2016. *Examining cross cultural communication in academic libraries: Implications for improving the library experience for Asian students.* Division of Library & Information Science, St. John's University, New York

Graduate Research Assistant Supervision

Gabriella G. Trinchetta, 2017-. Research Assistant, MSLIS Student, Division of Library & Information Science, St. John's University, New York

Christina Boyle, 2015-17. Research Assistant, MSLIS Student, Division of Library & Information Science, St. John's University, New York

Amber Ovsak, 2010-11. Research Assistant, MLS Student, School of Library & Information Management, Emporia State University, Kansas

Mike Conroy, 2008-09. Research Assistant, MLIS Student, School of Library, Archival and Information Studies, The University of British Columbia, Vancouver, Canada

HONORS AND AWARDS

Received **Faculty Recognition Award** by St. John's University for my research contributions in the 2017-18 academic year ($1,000.00).

Received **Faculty Recognition Award** by St. John's University for my research contributions in the 2016-17 academic year ($2,000.00).

Received ASIS&T **Certificate for Appreciation** for contribution as SIG ED Co-Chair Elect for 2015-16.

Received ASIS&T **Certificate for Appreciation** for contribution as SIG ED Program Coordinator for 2014-15.

Recognized by Emporia State University Graduate Studies for facilitating **online discussion in an innovative manner**, and interviewed for their "Expert Down The Hall" (2013) series: http://blogs.emporia.edu/staff/theexpertdownthehall/posts/08/15/2013/dr-rajesh-singh-student-led-discussion-blogs/ (August 2013).

Invited by students to serve as **Commencement Speaker** for the SLIM Utah Cohort January 2012.

Received SLA Presidential Citation for contribution to recruitment during the **"Community Builders"** campaign of 2011.

Junior Research Fellowship in Library & Information Science was awarded by DESIDOC (Defence Scientific Information and Documentation Centre), Delhi, India (Rs. 8,000 per month) 1997.

Qualified the National level UGC – NET examination in Library & Information Science for Junior Research Fellowship and Lectureship held on June 29, 1997 in India.

Qualified the National level UGC – NET examination in Library & Information Science for Lectureship held on December 29, 1996 in India.

EMPORIA STATE UNIVERSITY (ESU) COMMITTEE APPOINTMENTS, 2009-15

The Teaching, Learning, and Assessment Committee, 2012-14
Poster Judge, 2013 Assessment Forum
The Teachers College Faculty Recognition Awards Selection Committee, 2012
Faculty Research and Creativity Committee, 2010-13
Presidential Award for Research and Creativity Committee, 2013
ESU Campus Champion Committee, 2013
ESU Curriculum Review Panel Committee, 2010-14
Faculty Senate, 2010-12
Faculty Affairs Committee, 2010-12
University Library and Archives Advisory Committee, 2009-11
International Advisory Board for Study Abroad, 2009-10
Electronic Resources Librarian Search Committee, 2010

SCHOOL OF LIBRARY AND INFORMATION MANAGEMENT, ESU, APPOINTMENTS, 2009-15

Convener, "Leadership Concentration Development" Learning Outcomes Team, 2011-12
Ad-hoc Chair, Academic Appeals Committee, 2011-12
Academic Appeals Committee, 2009-12
SLIM Faculty Committees, 2009-2015
Strategic Planning Committee, 2010-11
Admission and Program Review, 2009-2014
Doctoral Program Advisory Committee, 2009-2014
Scholarship Committee, 2009-11
Business Manager Search Committee, 2009
Assistant Ph.D. Coordinator, 2009-2010

ST. JOHN'S UNIVERSITY COMMITTEE APPOINTMENTS, 2015-

Member, St. John's Liberal Arts and Sciences Council, 2015-
Coordinator, Library Liaison Committee, Division of Library and Information Science (DLIS) 2015-
Member, DLIS Law Librarianship Advisory Board, 2015-
Member, DLIS Scholarship Committee, 2017-
DLIS Curriculum Development, 2015-17
- **"Certificate in Management for Information Professionals"**
Mentor, SJU Online Teaching Mentor Program, Summer 2016

- ***Association for Information Science & Technology (ASIS&T)***
  - *Co-Chair, Panel Proposals*, *2018 ASIS&T Annual Meeting Program Committee,* International Conference on "Building an ethical and sustainable information future with emerging technologies" Vancouver, Canada, Nov 9-14, 2018
  - Juror, ASIS&T Clarivate Analytics (Formerly Thomson Reuters) Doctoral Dissertation Proposal Scholarship 2017
  - ASIS&T SIG ED Co-Chair, 2016-17
  - Juror, ASIS&T Student Chapter-of-the-Year Award 2017
  - ASIS&T SIG ED Co-Chair Elect, 2015-16
  - ASIS&T SIG ED Program Coordinator, 2013-15
  - Juror, ASIS&T Student Chapter-of-the-Year, 2013-14
  - ASIS&T SIG ED Student Travel Award Jury, 2013-15
  - ASIS&T Education and Professional Advancement Committee, 2013-2014
  - ASIS&T SIG KM (Knowledge Management) Chair Elect, 2013-14

- ***Association for Library and Information Science Educators (ALISE)***
  - 2018 ALISE Award for Teaching Excellence Committee
  - ALISE 2018 Co-Convener, ALISE SIG on "Innovative Pedagogies"
  - ALISE 2016, Convener, Birds of a Feather Session on "Administration & Management," Boston
  - ALISE 2016 Doctoral Poster Judge, Boston
  - ALISE 2014 Doctoral Poster Judge, Philadelphia

- ***Special Libraries Association (SLA)***

  - SLA Diversity Leadership Development Program Committee, 2012-15
  - Faculty Advisor for Special Libraries Association (SLA) Kansas/Missouri Student Chapter, 2009-15

- ***American Library Association (ALA)***
  - External Review Panelist Pool Member for American Library Association Accreditation of LIS schools, 2013-

- **Peer reviewer**, *Marketing Libraries Journal (MLJ)*

- **Program Committee,** 5th International Conference on *Well-Being in the Information Society (WIS 2014) – Safe and Secure Cities*, University of Turku, Finland, Aug 18-20, 2014.

- **Poster Judge,** Kansas Library Association (2013) Annual Conference, Topeka

- **Grant Reviewer** for MITACS, Canada, 2009-

PROFESSIONAL AFFILIATIONS

Association for Information Science & Technology (ASIS&T), 2007-
Association for Library and Information Science Education (ALISE), 2007-
Special Library Association (SLA), 2007-17
American Library Association (ALA), 2007-16
Kansas Library Association (KLA), 2009-15
EDUCAUSE, 2010-15
Canadian Library Association (CLA), 2007-2009
British Columbia Library Association (BCLA), 2007-2009