



Dr. Anamika Singh, Director Sinhgad Institute of Management and Computer Application (SIMCA), is associated with the esteemed Institute ‘Sinhgad Technical Education Society’ since 2010. Under her abled leadership SIMCA has been accredited with ‘A’ grade by NAAC. An alumna of IIMA, Post Doctoral Fellowship in Digital Marketing from Lincoln University Malaysia and PhD guide at SPPU.

She has been awarded with Guru Vashisht, Utkrisht Guru Award, She has also been conferred upon ‘Distinguished Teacher in Management’ by MTC Global Excellence Award . Also, she was awarded as ‘Exemplary Academic Leader of the Year’ by International Awards on Commerce and Management. World Peace Commission has awarded her as International Inspirational Speaker. Additionally Dr. Singh was awarded by Rotary club of Mumbai West Coast for ‘Vocational Excellence Award’ in Education. Dr. Singh has been interviewed by TOI and HT as expert to excerpt on several issues at various occasions.

She has over 17 years of academic experience. Dr. Singh is a true academician and a passionate teacher at her roots and believes that acumen comes with the power of knowledge. She has very vast teaching portfolio. As a leader of an academic institution, she envisages innovation and research as key to success and thus takes several initiatives for the same. She intensively contributes for Social Responsibilities. On the leading chair she acts like a great motivator, a dynamo and woman of action. She chases the dream of making the management education in India brighter than ever and taking it to the pinnacle.

Dr. Anamika Singh is a science graduate, an M.B.A. in marketing and PhD in the field of Marketing and Advertising. She has done extensive Faculty Development Programme from the premiere Institute, Indian Institute of Management, Ahmadabad. Her area of research is marketing and advertising. She has numerous national and International papers to her credit. She has published several books with reputed publishers such as Taylor & Francis and Sage.