

# DR. DIKSHA SINGH

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Indian Institute of Management Indore  
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## EDUCATION

<b>Indian Institute of Management Kozhikode</b>	Kerala, India
PhD in Information Systems Area	2019-2024
<i>Thesis: Essays On Multi-Is Use During Online Shopping: Insights From Consumers' Perspective</i>	
Advisor: Prof. Vidushi Pandey	
<b>SCMS School of Engineering and Technology</b>	Kerala, India
Bachelor of Technology in Electronics and Communication Engineering	2014-2018
CGPA: 7.65	

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## RESEARCH INTERESTS

### Topics

Online Shopping, E-commerce, Multi-IS Use, Complementarity, Digital Platforms, Consumer Behavior, Retargeted Advertisements, Online Content

### Research Methods & Analysis Techniques

Quantitative: Survey, PLS-SEM, Regression, Factor Analysis, Bibliometric Analysis  
Qualitative: Interviews, Gioia Methodology, Systematic Literature Review

### Software Tools

SmartPLS, SPSS, AMOS, Nvivo, MAXQDA, Atlas.ti, Stata, Vos viewer

### Programming Languages

R, C

## TEACHING INTERESTS

Management of Information Systems, Digital Business Models, Research Methods in Management Research, Topics & Theories in Information Systems Research, Business Analytics, E-commerce & Digital Marketing

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## PUBLICATIONS

### Published

Singh, D., & Pandey, V. (2024). The Dimensions and Roles of Online Content in Social Commerce: A Systematic Literature Review and Future Research Agenda. *International Journal of Consumer Studies*, 48(1), e13004. <https://doi.org/10.1111/ijcs.13004>

### Working Papers

- Investigating the Effects of Multi-IS Complementarity in Online Shopping
- Examining the Interplay of Complementarity and Trust in Shaping Consumers' Attitudes of Multi-IS Retargeted Advertisements

3. Evidence for long-term Multi-IS use: The Rise of Combining Behavior among Online Shoppers
  4. Emerging Overload in Social Commerce: A Systematic Literature Review for Future Directions
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## CONFERENCES

### ICIS 2023: TREO

Singh, Diksha and Pandey, Vidushi, "Perceptions of Multiplatform Complementarity Among Online Shoppers" (2023). ICIS 2023 TREOS. 36. [https://aisel.aisnet.org/treos\\_icis2023/36](https://aisel.aisnet.org/treos_icis2023/36)

### ACIS 2023: Short Paper

Singh, Diksha and Pandey, Vidushi, "Multiplatform Use Patterns in a Reconceptualized Online Shopping System: Application of the Multi-IS Perspective" (2023). ACIS 2023 Proceedings. 29. <https://aisel.aisnet.org/acis2023/29>

## WORKSHOPS

September 2024: IS Curriculum & Pedagogy Workshop at Indian Institute of Management Kozhikode

February 2024: Doctoral Consortium on Teaching at Indian Institute of Management, Bangalore

November 2021: MISQ Virtual Reviewer Development Workshop

April 2022: Online Course on Introduction to Psychology, Coursera

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## ACADEMIC SERVICES

### Reviewer

Internet Research, Information Systems Frontiers, IFIP 2023, INCIS 2024

## AWARDS

ACIS 2023: Best short paper award for "Multiplatform Use Patterns in a Reconceptualized Online Shopping System: Application of the Multi-IS Perspective"

Junior Mathematics Olympiad 2010: All India Rank 28, South Region Rank 10

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## ACADEMIC EXPERIENCE

### Indian Institute of Management Indore

Madhya Pradesh, India

Assistant Professor

Sept 2025 to Present

### Indian Institute of Management Amritsar

Punjab, India

Assistant Professor

Dec 2024 to Sept 2025

- Courses: Emerging Information Technologies, Management Information Systems, Business Models for Digital Platforms, Business Computing

### UPES School of Business, Dehradun

Uttarakhand, India

Assistant Professor

Aug-Dec 2024

- Courses: Introduction to Digital Business & Social Media Tools, Data Environment, Search Engine Optimization, and Spreadsheet Modelling.

## INDUSTRY EXPERIENCE

### **Verdant Telemetry & Antenna Systems Pvt. Ltd.**

Kerala, India

*Junior Application Engineer*

2018-2019

- Identifying wider technical applications and new technological and design trends for developing and manufacturing the company's products, including antennas, radomes, and systems.
- Communicating between the Technical Design and Sales teams to find the most effective solution for the customer's requirement/query.

### **Testbook.com**

Online

*Freelance Content Developer*

2017-2018

Quantitative Aptitude for Competitive Exams

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