

IRFANA RASHID BABA

Department Of Management Studies South Campus, University of Kashmir

E-mail: babairfana@kashmiruniversity.ac.in
f17irfanar@iima.ac.in

Career Objective:

To become an academician and a researcher of repute by contributing to the welfare of students and focusing my research towards Community Well-being.

Job Profile:

Assistant Professor in Department of Management Studies at South Campus, University of Kashmir, Srinagar. (Feb-2012 to Present)

Education:

- Faculty Development Programme (FDP) IIM- Ahmedabad (2017)
- PhD (Management) Aligarh Muslim University, Aligarh UP (2013)
- M.B.A University of Kashmir, Srinagar. J&K (2008)
- BSc University of Kashmir, Srinagar. J&K (2006)

Areas of Interest:

- Research Methodology
- Strategic Management
- Entrepreneurship and Community Development

Project Work:

- Two months Project Training on Brand Awareness of Reliance Communication Pvt. Ltd & Customer satisfaction from competitors in Kashmir Division, 2008.
- Completed a Research Project “Rural Transformation through Sustainable Community Tourism: Opportunities and Challenges” funded by ICSSR-New Delhi in the year 2020.
- Currently working a Research Project “Role of Social Determinants in Promoting Health Outcomes: A Study for Crafting Integrating Strategies for Health and Community Partnership” sponsored by ICMR-New Delhi (Ongoing)

Awards:

- Qualified UGC National Eligibility Test for Lecturer ship (NET) in June 2009.
 - Awarded UGC Junior Research Fellowship (JRF) in June 2009.
 - Promoted to UGC Senior Research Fellowship (SRF) in Dec, 2011.
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Publications:

- Paper titled “Mediating role of quality of work life between work-related social capital and life satisfaction among health professionals” published in *Arab Gulf Journal of Scientific Research (Emerald Insights)*, Ahead of Print, December, 2023.
- Paper titled “Health literacy and subjective well-being amongst university students: moderating role of gender” published in *Health Education (Emerald Insights)*, Ahead of Print, November, 2023.
- Paper titled “Organic food purchases: does green trust play a part?” published in *Asia-Pacific Journal of Business Administration (Emerald Insights)*, Ahead of Print, June, 2023.
- Paper titled “Social determinants of health and health outcomes: a bibliographic review of the scientific literature from 2000 to 2021” published in *Global Knowledge, Memory and Communication (Emerald Insights)*, Ahead of Print, April, 2023.
- Paper titled “Family Social Capital and Life Satisfaction among Working Women: Mediating Role of Work–Life Balance and Psychological Stress” published in *The Family Journal (Sage Publications)*, Online first, February, 2023.
- Paper titled “Entrepreneurial intentions of progressive farmers: the influence of innovativeness, risk-taking and proactiveness” published in *Journal of Agribusiness in Developing and Emerging Economies (Emerald Insights)*, Ahead of Print, January, 2023.
- Paper titled “Sustainability of Organic Farming: A Review via Three Pillar Approach” published in *Sustainability, Agri, Food and Environmental Research (SAFER)*, January, 2023.
- Paper titled “Sustainability Assessment of Organic Farming Practices: A Comparison of Key Tools published in *Colombo Business Journal*, June, 2022.
- Paper titled “The Interplay of Locus of Control and Role Stress: Evidences from healthcare Sector” published in *Vision: The Journal of Business Perspective (Sage Publications)*, 1-13, March, 2021.
- Paper Titled “Community Based Tourism and Development of the Nations published in an edited volume Emerging Issues in Management (2021). Publication House: Archers and Elevators Publishing House Bangalore.
- Paper titled “Perceptual Differences in Economic, Social and Environmental Impacts of Tourism Development” published in *Journal of Tourism: An International Research Journal on Travel and Tourism*, Vol. 21 (02): 42-55, December, 2020.

- Paper titled “Resident’s Attitude towards Support for Future Tourism: Utilising the Social Exchange Theory (SET)” published in *Journal of Tourism, Hospitality and Culinary Arts*, Vol. 12(3):106-119, December, 2020.
- Paper titled “Push and Pull Factors in Entrepreneurial Intentions among Youth in a Small Imperial State” published in *Indian Journal of Industrial Relations*, Vol. 53 (1), July, 2017.
- Paper titled “Locus of Control and Its Relationship with Other Constructs: A Systematic Review of Literature” published in *International Journal of Multifaceted and Multilingual Studies*, Vol. 3 (2), Feb, 2016.
- Paper titled “Occupational Stress and Coping Styles among Doctors: Role of Demographic and Environmental Variables.” *Vision: The Journal of Business Perspective (Sage Publications)*, Vol. 19 (3), Sept, 2015.
- Paper titled “Role Stress as a Barrier to Service Quality in Indian Banks: SEM Approach” published in *International Journal of Services Science (Inderscience Publishers)*, Vol. 5 (1), Nov, 2013.
- Paper entitled “Modeling the Relationship between Locus of Control and Role Stress” published in *Indian Journal of Industrial Relations*, Vol. 48 (4), April, 2013.
- Paper titled “Role Stress in Varied Occupational Groups” published in an edited volume “*Stress and Work - Perspectives on Understanding and Managing Stress* (2013).” By Prof. Pestonjee (IIM Ahmedabad). Publication House- **Sage Publications**.
- Paper entitled “Workplace Stress among Doctors in Government Hospitals: An Empirical Study” published in *Zenith-International Journal in Multidisciplinary Research*, Vol. 2 (5), May, 2011.
- Paper entitled “A Comparative study of Role Stress among Private and Government sector employees” published in *National Conference Proceedings held at BFCMT, Bathinda- Punjab* on 21st April, 2011.

Conferences Attended:

- Attended and Presented Paper titled “Health Literacy and Subjective Well-Being amongst University Students: Moderating Role of Gender” organized in DYUTI: International Conference on Health Promotion: Global Perspectives and Practices, organized by Rajagiri College of Social Sciences, Kakkanad Campus, Kerala-India, January, 2023
- Presented paper titled "Organic Farming Sustainability Dimensions: Triple Bottom Line Approach" in Proceedings of the 7th Biennial Conference of INDAM 2022 Organized by Indian Institute of Management Rohtak on “*TRIPLE BOTTOM LINE Developing Business Resilience, Ecological Sustainability and Social Well-being in Post-Pandemic World.*”
- Attended and Presented Paper titled “Loopholes in Marketing of Walnuts: A Study based on Kashmir” in an International Conference on ‘Advances in Mechanical Engineering Sciences & Management (ICAMESM-2020)’ organized by Dayananda Sagar College of Engineering, Bangalore during December, 2020.
- Attended and Presented Paper titled “Training Need Identification for Entrepreneurship Development- A Study based on Attitude of Youth towards Entrepreneurship” in an International Conference on 'Entrepreneurship Education and Training: Design, Delivery and Effectiveness ‘organized by IIM Bangalore (ICIER-IIMB) held at IIM-Bangalore during 29th Jan to 31st Jan, 2015.
- Attended and Presented Paper titled “Locus of Control as a Moderator of Role Stress and Coping Styles among Healthcare Professionals.” In *7th Doctoral Colloquium held at IIM-Ahmedabad*, Dec, 2013.
- Attended and Presented Paper titled “Internal Locus of Control as a Moderator of Role Stress and Coping Styles” in an International Conference on ‘Contemporary Issues in Business and Management(ICIBM) organized by the Department of Business and Financial Studies, University of Kashmir during September, 2013.
- Attended and Presented Paper titled “Modelling the relationship between Locus of Control and Role Stress among Healthcare Professionals-An SEM Approach” in a *3-Day National conference- Contemporary Issues on Business, Management and Finance* organized by University of Kashmir during 21st-23rd September, 2012.
- Attended and Presented Paper titled “Role Stress in Healthcare Professionals- A Review” in an International conference- *3rd International Conference on Business Management and Education (ICBM)* held in Bangkok-Thailand during 24th-27th January 2011.
- Attended and Presented Paper titled “Role Stress in Healthcare Professionals- A Review” in an International conference- *3rd International Conference on Business Management and Education (ICBM)* held in Bangkok-Thailand during 24th-27th January 2011.

Workshops Attended:

- Participated in a 5-day workshop on “National Training Programme on Entrepreneurship Development & Management” organized by Entrepreneurship Development Institute of India (EDII), Ahmedabad held on 11-15 December, 2023.
- Participated in a 4-day workshop on “Systematic Literature Review” organized by SkillsEdge (Ahmedabad) held on July, 16-24, 2022.
- Participated in 8-day workshop on “Crafting and Conducting High Quality Qualitative Research” organized by SkillsEdge (Ahmedabad) held on March, 19-26, 2022.
- Participated in a 3-day workshop on “Experimental Methods” organized by SkillsEdge (Ahmedabad) held on Dec, 3-5, 2021.
- Participated in a 4-day workshop on “Deconstructing a research paper with a focus on good writing” by SkillsEdge (Ahmedabad) held on, Sept, 28-October 1, 2021.
- Participated in a 4-day workshop on “Manuscript Writing and High Quality Publishing” held online by Prof. Vishal Gupta (Indian Institute of Management, Ahmedabad) during June, 24-27, 2021.
- Participated in a 4-day workshop on “Mediation, Moderation and Conditional Process Analysis held online by Prof. Vishal Gupta (Indian Institute of Management, Ahmedabad) during June, 5-9, 2021.
- Participated in a 5-day workshop on “Structural Equation Modeling” Organized by Sharda University- Noida, held from 28th November to 2nd December, 2020.
- Participated in a 5-day workshop on “Psychometrics and Scale Development in Social Sciences “Organized by Sharda University- Noida, held from 29th June - 3rd July 2020.
- Participated in 3-weeks “ICSSR-Sponsored Capacity Building Programme for Young Social Science Faculty Members” held at Department of Economics, Aligarh Muslim University, Aligarh during 9th March-22nd March, 2016.
- Participated in 3-week “*Refresher Course in Management*” held at HRD Centre, University of Kashmir during Jan-Feb, 2015.
- Participated in one month “*UGC-Sponsored General Orientation Programme*” held at UGC Academic Staff College, Aligarh Muslim University, Aligarh during Feb-March, 2014.
- Participated in “*Management Development Programme (MDP) on Statistical Modelling for Data Analysis (SMDA)*” held at Indian Institute of Technology (IIT), Kharagpur during December 12-17, 2011.
- Participated in “*Workshop on Research Methodology in Economics/ Commerce/ Management*” held at UGC Academic Staff College Aligarh Muslim University, Aligarh during 3rd March- 8th March 2010.

Professional Achievements:

- Served as ‘Academic Coordinator’ of Department of Management Studies, South Campus, University of Kashmir since October-2015 till July- 2018. I was responsible for the overall functioning of the department.
- Organized a “3-Day Personality Development Workshop (Campus to Corporate-C2C initiative) for students of Management Studies in collaboration with Purple Iris, Mumbai during 26th March- 28th March, 2017. (Event Incharge)
- Organized a “2-Day National Conference on Entrepreneurship: Opportunities and Challenges in the Contemporary World” during 26th-27th April, 2017. (Event Incharge)
- Organized a “3-Day Workshop on Research Methodology” for Ph.D scholars, during 28th March-30th March, 2022. (Event Incharge)
- Organized a 5-Day Youth Festival SATSOAS for the school, college and University Students of Kashmir during 21-25th August, 2023.
- Serving as a Convener and Member in various Campus Development Committees from time to time.

References:

Prof. Parvaiz Talib,

Faculty of Management Studies &
Research,

Aligarh Muslim University, Aligarh.

E-mail ID: parvaiztalib@gmail.com;

Phone: +919412274252

Dr. Ashfaq Zarri

Director, South Campus

University of Kashmir,

E-mail ID: ashfaq.zarri@gmail.com

Phone: +919149455930

Personal Profile

Name: Dr. Irfana Rashid Baba

D/O: Abdul Rashid Baba

Gender: Female

Communication Skills: English, Urdu & Kashmir

