

Curriculum Vitae

DR. ISHTIAQ HUSSAIN QURESHI

Ph.D, M. Phil, ADIBM, MBA

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J&K, 190006 Ph. 9796373489, 7006829915 E Mail: ishtiaq@yahoo.co.in,

PROFESSIONAL PREPARATION:

PRESENT POSITION:

Assistant Professor, Dept. of Management Studies, University of Kashmir

POSITIONS HELD:

- **LECTURER, Dept. of Management Studies, University of Kashmir, Srinagar, (2001-2005)**
- **ASSISTANT PROFESSOR, (Faculty/Sr. Lecturer), J&K Entrepreneurship Development Institute (J&K EDI), May 2005 – April 2008**
- **ASSISTANT PROFESSOR, Business Administration, Higher Education Department, April 2008-Feb 2012**
- **ASSISTANT PROFESSOR, The Business School University of Kashmir, Since Feb 2012**
- **VISITING FACULTY**
 - **Directorate of Distance Education University of Kashmir**
 - **Dept. of Electronics and IT University of Kashmir**
 - **The Business School University of Kashmir (MBA Programme)**
 - **CASET College of Engineering and Technology (MCA)**
 - **SISI (Small Industries Services Institute, Ministry of SSI, GOI)**
 - **NABARD**
 - **KVIB/KVIC**
 - **GPO**

TEACHING/TRAINING EXPERIENCE:

- Entrepreneurship (various subject and conducted EDPs, EAPs, Workshops etc.
- Business Marketing
- Strategic Management
- Research Methodology
- Business Ethics
- Rural Marketing

COORDINATOR RESEARCH: Department of Management Studies January 2018

ACADEMIC PREPARATION:

- **PhD**
 - “**Marketing Assets for Creating Differential Advantage: A Study from Service Sector**” (2010)
Supervisor: Professor A.M. Shah, The Business School University of Kashmir, Currently Dean Academic Affairs, University of Kashmir
Examiner: Prof. DVR Sheshardri (**IIM Bangalore**)
- **M.Phil.**
 - “**Marketing Assets for Attaining Differential Advantage: An Empirical Investigation from Banking Sector**” (2004)
Supervisor: Professor A.M. Shah, The Business School University of Kashmir, Currently Dean Academic Affairs, University of Kashmir
- **ADIBM** (Advanced Diploma In International Business Management)
International Institute of Business Management (Lukhnow, 2001-02)
- **MBA**
Department of Management Studies University of Kashmir (1999)
 - Specialization
 - Marketing Management
 - Financial Management

PUBLICATIONS:

BOOKS

- Marketing Assets: A Source of Differential Advantage, ISBN 9789381465745
Alfa Publications Ansari Road New Delhi, 2012
- Differential Advantage: Marketing Perspective, Under process
- Performance Measures and Management: Strategic Perspective, Under Process

BOOK CHAPTERS

- “*Development Through Knowledge Management: A Challenge for Higher Education*”, Higher Education in Changing Scenario Challenges and Prospects, Kashmir Book Trust, 2009, ISBN 978-81-908642-1-3

RESEARCH PAPERS

- Social Media and Purchasing Behavior: A study of the Mediating Effect of Customer Relationship, Journal of Global Marketing, Taylor and Francis Accepted)
- Outcome Based Education (OBE) Tools: Learning Management Systems, International Journal of Creative Research Thoughts (IJCRT), April 2018, Vol. 6 No. 2, ISSN 2320-2882, pp. 1106-1109, www.ijcrt.org
- Marketing Capabilities as Sources of Sustainable Competitive Advantage: A Review of Literature, Asian Journal of Research in Marketing, October 2017, Vol. 6, No. 5, ISSN 2277-6621, pp. 54-66, www.ajrsh.com
- Social Media Marketing: A Tool For Building Customer Equity, Trans Asian Journal of Marketing Management Research (TAJMMR), August 2017, Vol 6, Issue 8, ISSN: 2279-0667, pp 37-49, <http://www.tarj.in>
- Marketing Assets: A Framework for Differential Advantage, Asian Journal of Management; April-June 2017; 8(2):220-228. ISSN 0976-495X (Print), 2321-5763 (Online). <http://ajmjournal.com/>.
- Competitive Advantage and Organizational Performance: Core Competence Perspective, European Journal of Scientific Research, Vol. 144 No.1, February 2017, ISSN: 1450-216x/1450-202x, pp 5-15
- PAS Practices- Empirical Evidences from J&K Bank of India, International Research Journal of Finance and Economics, Vol. 159 February 2017, ISSN:14502887, pp 124-131
- SOCIAL MEDIA MARKETING AND BRAND EQUITY: A LITERATURE REVIEW, The IUP Journal of Marketing Management, Vol. XVI, No. 1, February 2017, ISSN: 0972-6845 A 'peer reviewed' journal indexed on Cabell's Directory, and also distributed by EBSCO and Proquest Database.
- RESOURCE BASED VIEW OF FIRM: AN EFFECTIVE BUSINESS GAME PLAN, International Journal of Business Quantitative Economics and Applied Management Research, Volume 2, Issue 11, April 2016, ISSN: 2349-5677
- SOCIAL MEDIA AND CRM 2.0: A CONCEPTUAL FRAMEWORK FOR ANALYSIS, International Journal of Social Science & Interdisciplinary Research, IJSSIR, Vol. 5 (4), APRIL (2016), pp. 25-37, ISSN 2277-3630
- MARKETING ASSETS: LINKING RESOURCE-BASED VIEW AND MARKETING ENVIRONMENT, International Journal Of Core Engineering & Management (IJCEM) Volume 3, Issue 1, April 2016, ISSN: 2348 9510
- MARKETING ASSETS: DESCRIPTIVE ANALYSIS, International Journal Of Core Engineering & Management (IJCEM) Volume 2, Issue 12, March 2016, ISSN: 2348 9510

- IMPACT OF SOCIAL MEDIA MARKETING ON BRAND EQUITY, International Journal of Current Research Vol. 8, Issue, 04, pp.30046-30055, April, 2016, ISSN: 0975-833X
- GREEN MARKETING PRACTICES AS A SOURCE OF SUSTAINABILITY AND COMPETITIVE ADVANTAGE: INDIAN PERSPECTIVE, International Journal of Recent Advances in Multidisciplinary Research Vol. 03, Issue 03, pp.1360-1366, March, 2016, ISSN:2350-0743
- Green Marketing and Sustainable Environment: A Case Study of Dal Lake in Jammu & Kashmir, Elixir International Journal- Environment & Forestry 94 (2016) 40409-40413, ISSN: 2229-712x
- GENDER AND LEADERSHIP STYLES: A CONCEPTUAL FRAMEWORK FOR ANALYSIS, International Journal of Business Quantitative Economics and Applied Management Research, Volume 2, Issue 10, March 2016, ISSN: 2349-5677
- FIRM PERFORMANCE: MARKETING AND FINANCIAL MEASURES, International Journal Of Marketing, Financial Services & Management Research, Vol.5 (4), APRIL (2016), pp. 91-101 ISSN 2277-3622
- DEVELOPING LEADERS FOR SUSTAINABLE DEVELOPMENT: A CONCEPTUAL APPROACH, International Journal of Business Quantitative Economics and Applied Management Research, Volume 2, Issue 10, March 2016, ISSN: 2349-5677
- CRM FOR COMPETITIVE ADVANTAGE, International Journal Of Core Engineering & Management (IJCEM), Volume 2, Issue 12, March 2016, ISSN: 2348 9510
- CRM and Market learning for Brand Equity, The International Journal Research Publication's (TJIs)-Research Journal of Social Science and Management, RJSSM: Volume: 06, Number: 03, July 2016, ISSN: 2251-1571
- A historical analysis of the theories of money, International Journal of Business and Economic Development Vol. 4 Number 1, March 2016, ISSN 2051-8498
- *"Entrepreneurial Intentions: A Case Study Of University Of Kashmir"* **International Journal of Human Resource & Industrial Research**, Vol.2, Issue 8, Oct-Dec, 2015, pp 01-09, ISSN: 2349 –3593 (Online), ISSN: 2349 –4816 (Print), double blind peer-reviewed Refereed
- *"Innovation Management: An Indian Perspective"* **The Business Review**, Vol.19 No.2, pp. 105-110, July-Dec. 2015, ISSN 0972-8384
- *"Product Placement in Movies: Relationship Between Beliefs Towards Product Placement and Usage Behaviour"* **Indian Journal of Marketing**, Volume 45, Issue 7, July 2015, ISSN (0973-8703), double blind peer reviewed refereed,

Indexed in Scopus (Elsevier), Impact per Paper (SNIP) : 0.147, International, Poland, Index Copernicus Value (2014) = 8.01, Indexed in Google Scholar, SCImago Journal Rank (SJR) : 0.187, Ulrich's International Periodicals Directory, USA, EISRJC

- “*HRD Strategies for Tourism Development*” **International Journal of Management, IT and Engineering (IJMIE)** ISSN: 2249-0558, **ICV 9** Vol. 3, Issue 12, Dec 2013, 455-463, www.ijmra.us, Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories, Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gate as well as in Cabell's Directories of Publishing Opportunities, U.S.A.
- “*The Science and Art of Customer Relationship Management: A Blend of Business Processes and Technology Solutions*” African Journal of Business Management Vol. 5 (13), 4 July, 2011 pp 5057-5064 ISSN 1993-8233 (ISI indexed Journal; IMPACT FACTOR 1.105), available at www.academicjournals.org/AJBM, ISI INDEXED JOURNAL; IMPACT FACTOR 1.105
- “*E-Learning: The Digitization Strategy*”, International Journal of Research in Computer Applications & Management, Vol. No. 1 Issue No. 4, June 2011, ISSN 2231-1009, *Refereed, Internationally Indexed Open Access Research Journal*, Available at www.ijrcm.org.in
- “*Data Warehouse: A Competitive Weapon*”, The Business Review, Vol.12 No.1, 98-107 September 2006, ISSN 0972-8384
- “*Digitization of Knowledge: A Framework*” Trends in Information Management, Vol. 2(1), 9-21, Jan-Jun 2006, ISSN 0973-4163
- “*Customer Management in the Age of Information Technology: A Study of Internet*”, The Business Review, Vol.11 No.1, 79-88, September 2004, ISSN 0972-8384

“*Ailing college education: Agenda for curing*”, Rising Kashmir August 16 2012,

- “*Welfare Through State Intervention*”, Trades and Jobs, June 10, 2003
- Case: Ethical Dilemma (2003)

SEMINARS/ CONFERENCES PAPER PRESENTATION:

- 13th JK Science Congress, Organized by University of Kashmir in Collaboration with the Jammu and Kashmir State Science, Technology and Innovation Council, April 2-4, 2018

Paper Presented

- Classification Model: Neural Networks to Deep Convolutional Neural Networks

- National Seminar on Electronic Devices, Systems and Information Security (SEEDS-2018), Organized by Dept. of Electronics and Instrumentation Technology University of Kashmir, April 4, 2018

Paper Presented

- Training Deep Neural Networks to Optimize Learning
- International Conference on ‘New Tourism Paradigms in a Changing World: Innovations, Dynamics and Future Perspectives’, Organized by Department of Commerce Aligarh Muslim University, (AMU), Aligarh, Sponsored by Ministry of Tourism, Govt. of India, November 27-29, 2017

Paper Presented

- Greening the Lodging: Away for Sustainable Development in Tourism Industry
- 2- Day National Conference on ‘Entrepreneurship: Opportunities and Challenges in the Contemporary World’, Organized by Department of Management Studies, South Campus, University of Kashmir, J&K, April 26-27, 2017.

Paper Presented

- Marketing Capabilities and Sources of Sustainable Competitive Advantage.
- 17th International Business Horizon-INBUSH ERA-2017 Theme:- “Comprehension, Commitment, Courage & Collaboration (4 Cs): Converting ideas into logical outcomes for creating world class organizations” Organized by Amity University, Noida India, February 8-10, 2017.

Paper Presented

- Integrating Green Marketing Practices for Sustainable Development: A Study of Food Processing Industry of Jammu and Kashmir
- “UGC Sponsored National Seminar on Electronic Devices, Systems and Information Security (SEEDS-2016)”, Organized by Department of Electronics and Instrumentation, University of Kashmir, March 18-19, 2016

Paper Presented

- K-Means Clustering: A New Approach to Determine Number of Clusters
- *National Seminar on Emerging Frontiers of Digital Libraries: Digital Resource Usage & their Impact on Research*, Organized by Dept of Library and Information Sciences University of Kashmir, March 9-10, 2016

Paper Presented

- Facial Bio-metric Authenticated Digital Resource Usage
- *International Conference on “Sustainable Development and Technological Innovation”* Organized by School Business Studies, Islamic University of Science and Technology Awantipora, J&K, Sponsored by AICTE, December 23-24, 2015

Paper Presented

- Sustainable Tourism Development Through Green Marketing Practices: Indian Perspective
 - Developing Leaders for Sustainable Development: A Conceptual Approach
- *International Conference on “Operations Research for Data Analytics and Decision Analysis”* Organized by Dept. of Statistics, University of Kashmir Srinagar, J&K in Conjunction with 46th Annual Convention of Operations Research Society of India (ORSI), October 19-23, 2013

Paper Presented

- Linear Programming Through Neural Network: An Approach to Optimization
- *Two Day International Conference on “Contemporary Issues in Business, Management & Finance (CIBMF-II, 2013)”* Organized by Dept. of Business & Financial Studies University of Kashmir Srinagar, J&K, September 28-29, 2013

Paper Presented

- Human Resource Development (HRD): Approach to Equitable Tourism Development
- *Two Day National Seminar on “Muslim Contribution to Modern Education Approaches and Prospects”* Organized by Dept. of Islamic Studies, Islamic University of Science and Technology, Awantipora Kashmir, J&K, July 2-3, 2013

Paper Presented

- Value Based Education: Islamic Perspective
- *Two Day State Level Seminar on Emerging Trends in Business Education: Challenges and Opportunities* Organized by PG Dept of Management Studies Islamia College of Science and Commerce Srinagar, J&K, March 29-30, 2013

Paper Presented

- Social Responsibility and Development: Strategic Paradox for Business Academics
- *National Seminar on Emerging Frontiers of Digital Libraries* Organized by Dept of Library and Information Sciences University of Kashmir, Nov. 5-6, 2012

Paper Presented

- Data Mining: Competitive Tool to Digital Library
- *One Day Seminar on The Role of Mathematics in Developing the Creative Thinking* Organized by Sri Pratap (S.P) College, Srinagar J&K, Oct. 6, 2012

Paper Presented

- Mathematical Modeling: A Business Advantage
- *Science Congress*

Paper Presented

- Leveraging

- *3-Day National Conference on Contemporary Issues in Business, Management & Finance* Organized by The Dept of Business and Financial Studies University of Kashmir, Sep 21-23, 2012

Paper Presented

- Data Mining for Marketing

- *International Seminar on Impact of Peace, Conflict and Disturbances on Economic Development Process* Organized by Post Graduate Department of Economics University of Kashmir in Collaboration with Indian Economic Association (IEA), May 11-13, 2012

Paper Presented

- Leveraging Impact of Environmental Stability on Resource Optimization and Economic Development

- *UGC Sponsored State Level Seminar on Promotion of Ethics and Human Values* Organized by The Islamia College of Science and Commerce Srinagar, March 23-24, 2012

Paper Presented

- Corporate Social Responsibility and Competitive Advantage: A Framework for Strategic Analysis

- *National Conference on Science Education: Challenges, Present Status and Future Prospects Sponsored by UGC* Organized by Govt. Degree College Bemina, March 5, 2012

Paper Presented

- Strategic Perspective of Declining Trend in Science Education

- *State Level Seminar on Female Foeticide* Organized by Govt. Degree College Bemina, December 20, 2011

Paper Presented

- Ethical and Social Responsibility of Radio Diagnostic Business: A Study of Prenatal Sex Determination and Female Foeticide

- *One Day regional Seminar on Role of Self Help Groups in the Promotion of Traditional Industries* Organized by Govt. Degree College for Women Nawakadal Srinagar Kashmir J&K, August 18, 2011.

Paper Presented:

- Self Help Groups (SHGs) Marketing Mechanism for Traditional Business Promotion

- *National Seminar on Open Source Software Systems Challenges and Opportunities* Organized by Dept. of Library & Information Science and Dept. of Computer Sciences University of Kashmir, June 20-22, 2011.

Papers Presented:

- Business Intelligence: Open Source
- Ubuntu: A Case Study

- *Regional Conference-2010- Higher Education and Social Change (The J&K Context) Issues-Interventions-Intent* Organized by Government College for Women M A Road Srinagar Sponsored by ICSSR Chandigarh, March 25, 2010
Paper Presented:
 - Privatization of Higher Education and Social Responsibility
- *National Seminar on Sustenance of Quality in Higher Education- Some Initiatives*, Organized by Government College of Education, M A Road Srinagar Sponsored by UGC, March 21-22, 2011
Paper Presented:
 - Continuous Improvement in Higher Education Through Balanced Scorecard
- *National Conference on Quality Standards in Higher Education: Post NAAC Scenario*, Organized by Government Degree College Sopore in Collaboration with National Assessment & Accreditation Council (NAAC) Bangalore, Oct 31 – Nov 1, 2009
Paper Presented:
 - Quality Agenda for Higher Education: A Blend of Information and Communication Technology (ICT)
- *Education Conference 2009, Higher Education in Changing scenario Challenges and Prospects*, Organized by Government Women College M A Road Srinagar, May 25-26, 2009
Paper Presented:
 - “Development Through Knowledge Management: A Challenge for Higher Education”
- *Convention on Knowledge Resources in India with Special Reference to Jammu and Kashmir* Organized by Allama Iqbal Library University of Kashmir, May 11-13, 2009
Paper Presented:
 - Knowledge Management: A Challenge for Higher Education
- Fourth **JK Science Congress**, Organized by **University of Kashmir** 12-14 Nov. 2008
Papers Presented:
 - ◆ The Asset of Knowledge Through Data Mining
 - ◆ Customer Relationship Management (CRM): Leveraging Through Technology
 - ◆ Knowledge Management: Approach to Development
 - ◆ Digital Library: Role in eLearning
 - ◆ The Digital Divide: Role in Economic Development
- *Third J&K Science Congress Organized by Jammu University, February 26-28, 2008*
 - ◆ Papers Presented:
 - ◆ *Information Technology and Data Mining*
 - ◆ *Study of Data warehouse Architecture*

- *National Seminar on “Digital Library Initiatives: Issues and Challenges”* Organized by Department of Library & Information Science, **University of Kashmir**- November 6-7,2006
 - ◆ Paper Presented: *Digitization of Knowledge: A Framework*
- *National Conference on “Applications of Information Technology: Emerging Trends*, Organized by **Prestige Institute of Management and Research (PIMR) Indore** and **Indian Society for Technical Education**-August 6-7, 2006
 - Paper Presented: *Customer Relationship Management: The Edge of Differentiation*

WORKSHOPS/SEMINARS/CONFERENCES ATTENDED

- *“Workshop in Information Technology”* Organized by UGC-Human Resource Development Centre University of Kashmir Srinagar, March 16-22, 2016
- *International Workshop on “Optimization Techniques & Softwares”* Organized by Dept. of Statistics, University of Kashmir Srinagar, J&K in Conjunction with 46th Annual Convention of Operations Research Society of India (ORSI), October 19-23, 2013
- *One Day National Seminar on Muslim Contribution to Science and Technology* Organized by the Department of Islamic Studies, Islamic University of Science and Technology, Awantipora, Kashmir, May 3, 2012
- *Two Day Workshop on Cultural Challenges of International Marketing and Leadership*, Organized by The Business School University of Kashmir, August 23-24, 2011.
- *One Day Workshop on Role of Education in creating Project Mindset*, Organized by The Business School University of Kashmir, June 18, 2011.
- *3-Day International Conference on Interest-free Institutional Mechanism (Banking, Finance & Insurance) for Promoting Investment*, Organized by Dept of Business & Financial Studies (DBFS) University of Kashmir and Institute of Objective Studies (IOS) New Delhi, 3-5 June, 2011
- *Workshop on Restructuring of Commerce Curriculum at Under Graduate Level*, Organized by The Department Commerce University of Kashmir, Nov. 15-16, 2008
- *Workshop on Advanced Computing for Statistics and Optimization for Young Statisticians and Scientists using Softwares*, Organized by Department of Statistics University of Kashmir in *International Conference on New Trends in Statistics and Optimization*, Oct. 22, 2008
- *Workshop on Development of Small Scale Industrial Sector in J&K*, Conducted by J&K Institute of Management, Public Administration and Rural Development (IMPA), Nov. 19-20, 2007

- *3 Days International Workshop on “Marketing Challenges in the Next Millennium”* Organized by Department of Management Studies University of Kashmir, in Collaboration with North American Society for Marketing Education in India (NASMEI) USA at SKICC, Srinagar, June 6–8, 1999

ORIENTATION PROGRAMMES/TRAININGS ATTENDED:

- *Three Weeks Special Winter School, on the theme “Towards Excellence in Higher Education”*, Organized by UGC Human Resource Development Centre (formerly known as Academic Staff College) University of Kashmir, Feb 15- March 08, 2017
- *Three Weeks UGC Sponsored Refresher Course in Commerce, Management and Economics*, Organized by Academic Staff College University of Kashmir, Feb 23- March 14, 2015
- *Three Weeks UGC Sponsored Refresher Course in Commerce, Management and Economics*, Organized by Academic Staff College University of Kashmir, March 4- 28, 2013
- *One week National Workshop on ‘Research Methodology’* Organized by The Business School, University of Kashmir, August 7-13, 2012
- *One Week Faculty Development Programme (FDP), on “Stock Market Operations”*, Organized by Department of Business and Financial Studies, University of Kashmir, March 29-April 3, 2010
- *Four Weeks UGC Sponsored General Orientation Course*, Organized by Academic Staff College University of Kashmir, Oct. 7- Nov. 7, 2009
- *One week Workshop on Research Methodology*, Organized by Academic Staff College University of Kashmir in Collaboration with The Department of Commerce University of Kashmir, March 28- April 4, 2009
- *Training Programme on Research Methodology*, Organized by Entrepreneurship Development Institute of India (**EDII Ahmedabad**) from January 14-27, 2006
- *Trainers Training Programme*, Organized by **EDII Ahmedabad**, Two Months (May 30-July 29, 2005)
- *One Week Management Development Programme* Organized by Ministry of Small Scale Industries, Small Industries Service Institute, Govt. of India, Gandhi Nagar Jammu, October 16-22, 2003

PROGRAMMES ORGANIZED/CORDINATED

- *Two Days Disaster Preparedness Training Programme*, Organized by Govt. Degree College Bemina and Divisional Disaster Management Kashmir in collaboration with civil Defense on December 29-30, 2011
- *Faculty Development Programme (FDP) at JKEDI Jammu for Faculties of Universities, Engineering Institutions and Colleges*, Sponsored by Ministry of Science and Technology Government of India, 2007 (JKEDI)

- Faculty Development Programme (FDP) at JKEDI Srinagar for Faculties of Universities, Engineering Institutions and Colleges, Sponsored by Ministry of Science and Technology Government of India, 2007, (JKEDI)
- Management Development Programme (MDP) at JKEDI Jammu for managers of Industries and Commerce Department at Jammu, 2007, (JKEDI)
- Management Development Programme (MDP) at JKEDI Srinagar for managers of Industries and Commerce Department at Jammu, 2007 (JKEDI)
- Various Entrepreneurship Development Programmes (EDPs) all over J&K state, (JKEDI)
- Two Weeks EDP on Gem and Jewelry at JKEDI Srinagar in collaboration with Indian Institute of Gem and Jewelry, Ministry of Textiles.
- Workshops at Leh and Kargil with Union Minister of State for Commerce GOI and Chief Executive Councilors, 2007, (JKEDI)
- Workshop at JKEDI Jammu on state resources and potential for food processing with Deputy Chief Minister J&K, 2006, (JKEDI)
- International Flora Exhibition at Pragati Maidan New Delhi, JKEDI Participation bagged third Prize, 2007, (JKEDI)

PANEL MEMBER

- National Academic Workshop on “Areas of Priority and Branches of Knowledge Necessary for Promoting School and College Education in the State” Organized by Faculty of Education University of Kashmir on theme “Assessment & Evaluation in Higher Education”, October 17-18, 2012.

RAPPORTEUR

- *Two Day International Conference on “Contemporary Issues in Business, Management & Finance (CIBMF-II, 2013)”* Organized by Dept. of Business & Financial Studies University of Kashmir Srinagar, J&K, September 28-29, 2013

INVITED LECTURES

- Three Weeks Workshop on Research Methodology, Nov. 5-26, 2015, organized by, The Business School, University of Kashmir, (Four invited lectures on 10, 18, 19, 23, Nov. 2015)
- Workshop on the occasion of Librarians’ Day held on August 12, 2015, organized by Allama Iqbal Library, University of Kashmir, (Two Lectures)
- One Week Short Term Workshop on Research Methodology (Commerce & Management Studies), August 25-30 2014, organized by Academic Staff College University of Kashmir, (Three Lectures on 25,26 Aug. 2014).
- 3-Day Research Methodology Workshop organized by Media Education Research Centre, University of Kashmir, (Two invited lectures on April 24, 2014)

- Vigilance awareness week organized by Power Grid Development Corporation of India Ltd., November 3, 2012, at Wagoora Chadoora Budgam Kashmir (One session, two lectures).
- Business Orientation Programme to Front Line Staff, Organized by India Post, GPO Srinagar, Topic Measurement of Customer Satisfaction, one invited lecture on July 15, 2012.
- Skill Development Training Programme (SDTP) organized by Entrepreneurship Development Cell (EDC) University of Kashmir, and JKEDI Pampore Kashmir, at EDC University of Kashmir, (four expert lectures on May 29-30, 2012)
- Ministry of Small Scale Industries, Small Industries Service Institute (Now MSME)

RESEARCH GUIDANCE

- M.Phil:
 - A Study On Knowledge, Attitude And Practices Of Hospital Staff Regarding Disaster Preparedness: A Case Study Of Capitol Hospital, **BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE (BITS) PILANI (RAJASTHAN)- Awarded, 2014**
 - Green Marketing Practices: A Study of Food Based Industry in Jammu and Kashmir, Awarded Feb 06, 2018, No. F(M.Phil-Management Studies/Sec/KU/18 dated 21.02.2018, University of Kashmir
- Ph.D
 - Evaluation of Marketing Capabilities as a Source of Sustainable Competitive Advantage: An Empirical Study- Under going
 - Impact of Gender on Leadership Styles: An Empirical Examination of the Antecedents on the Organizational Performance- Submitted

PROJECTS:

- *Industrial Potential Survey* of District Kargil, 2005
- *Industrial Potential Survey* of District Udhampur, 2005
- *District Potential Survey* of District Udhampur, on Non-Farm Sector, to launch DRIP Scheme Of NABARD, Sponsored by NABARD, 2003-04
- State Development Report, Prepared by Department of Management Studies, University of Kashmir and Institute of Social Sciences, New Delhi, Sponsored by Planning Commission of India, 2002
- Designing Distribution System for Procter and Gamble (P & G) in Kashmir), 1999

MASTERS THESIS GUIDANCE

Guided Many Masters Thesis

CONSULTATION:

- Registered Project Consultant with J&K Government

MEMBERSHIP:

- Life Time Member of Indian Accounting Association

REVIEWER

- Journal of Strategic Marketing Published By: Routledge
- African Journal of Business Management, Academic Journals

REFERENCES:

- *Professor DVR Seshadri*
IIM (Indian Institute of Management)
Banglore
- *Professor M. A. Sahaf*
Dept. of Management Studies
The University of Kashmir, Srinagar
- *Professor Mushtaq Ahmad Darzi*
Dept. of Management Studies
The University of Kashmir, Srinagar
- *Professor A. M. Shah*
Dean School of Business Studies
Islamic University of Science & Technology, Kashmir,