

## **CURRICULAM VITAE**

Dr. Maleeha Gul -Senior Assistant Professor, Department of Management Studies  
University of Kashmir India

|   |  |
|---|--|
| <b>Office Address</b><br>North Campus, University of Kashmir<br>Jammu & Kashmir India<br>Mobile: +91-9797171962<br>Email: <a href="mailto:maaluvyai@gmail.com">maaluvyai@gmail.com</a> ; <a href="mailto:maleehagul@uok.edu.in">maleehagul@uok.edu.in</a> | <b>Permanent Address</b><br>LF 9, Residential Quarters, University of Kashmir,<br>Hazratbal, Srinagar, UT of Jammu & Kashmir India |
|---|--|

### **Fields of Research Interest**

Brand Management, Customer Behaviour, Artificial Intelligence and Purchase Behaviour; Product Marketing and Management, Gender justice and equality.

### **Educational Degrees**

**PhD:** Department of Management Studies University of Kashmir.

Thesis: Antecedents Of Luxury Brand Purchasing Intentions And Commitment In India: An Empirical Study, 2020.

**UGC:** NET and JRF in Management, December -2011.

**MBA:** MBA in Marketing. Sam Higginbottom University of Agriculture, Technology and Sciences, Allahabad, 2011, 83%.

**Bachelor of Engineering:** BE in Electrical Engineering, Government College of Engineering and Technology, University of Jammu, 2005, 63%.

**Higher Secondary:** Kothi Bagh Higher Secondary, JKBOSE, 1998, 78%.

**Secondary:** Presentation Convent High School, JKBOSE, 1996, 77%.

### **Work Experience**

#### **Present Position**

**Senior Assistant Professor-** Department of Management Studies, North Campus, University of Kashmir, India (June 2013 - Present).

#### **Teaching Experience**

Advertising & Brand Management

Consumer Behaviour

Strategic Management

Marketing Management

#### **Supervision of Doctoral Thesis, under progress**

Auqib Rasool Dar (UGC JRF) from 1<sup>st</sup> March 2023

#### **Administrative Assignments**

1. **Convenor, Students Welfare/ Social Activities/ Seminar Committee** (March 2024- Present).
2. **Convenor, Internal Complaints Committee:** serves as the presiding officer of ICC to prevent, prohibit, and redress cases of sexual harassment.
3. **Convener Women's Development Cell:** serves as primary facilitator for organizing sensitization and awareness building on gender equity for building awareness about women's related issues and prevention of various kinds of harassment on campus.
4. **Member of Training & Placement Cell:** responsible for building and maintaining relationships with various companies, industries, and organizations to create opportunities for students. This involves organizing industry visits, guest lectures, and networking events.
5. **NSS Programme Officer:** responsible for conducting various NSS related activities in the university campus related to community development and social service.
6. **Academic Coordinator** for Department of Management Studies (October 2019-October 2022): served as

lead facilitator for department planning and decision making and is responsible, within defined scope, for the day-to-day operation of a department.

7. **Marketing Club In charge:** in charge of organizing marketing competitions, such as creating a marketing plan or designing an advertisement, to provide members with opportunities to apply their skills and receive feedback from judges.
8. **Convener Library and Publication Committee** (at DMS, North Campus)

#### List of Publications

##### Journal Papers

1. Dar, A.R. & Gul, M. (2024). The “less is better” paradox and consumer behaviour: a systematic review of choice overload and its marketing implications. *Qualitative Market Research: An International Journal*, (2024).
2. Gul, M. (2024). The Impact of Materialism and Vanity on Purchasing Behavior of Luxury Brands: Evidence from Indian Luxury Consumers. *Journal of International Business and Economy*, 24 (2), 50-72
3. Gul, M. & Munshi, A.R. (2023). The Role of Status Consumption and Fashion Consciousness: A Study of Indian Luxury Consumer. *Korea Review of International Studies*, 16(02), 55-69, ISSN - 1226-4741
4. Gul, M., Wani, A & Nissa, V. (2023). Sustainability in Modern Businesses. *Purana*, 16(02), 0555-7860
5. Wani, A., & Gul, M. (2019). Incessant Struggle between Work and Life: An Empirical Study. *Advances in Economics and Business Management (AEBM)*, 6(3), pp. 221-226
6. Gul, M. (2018), “The Impact of Consumer Perceptions on Purchasing Intentions of Luxury Brands Among Indian Consumers”. *Advances in Economics and Business Management (AEBM)*, 5(5), pp. 383-387
7. Gul, M. (2018), “Consumer Choice and Choice Overload: A Decision-making Perspective”. *International journal of Research in Commerce and Manangement*, 12 (9), 17-23.
8. Qureshi, I.H., & Gul, M. (2015), “Product Placement in Movies: Relationship Between Beliefs Towards Product Placement and Usage Behaviour”. *Indian Journal of Marketing*, 45 (7), 35-47.
9. Gul, M. (2013), Book Review: “The Hidden Wealth of Customers: Realizing the Untapped Value of Your Most Important Asset”. *Global Business Review*. Sage publications. ISSN: 09721509.

#### List of Conference Papers

1. Gul, M. (2024), “ Challenging Stereotypes: The Role of Beti Bachao Beti Padhao campaign in shaping gender narratives in India”, *International Conference on Stories Matter: Rethinking narratives , Aesthetics and Human Values*, The Department of English, Banaras Hindu University ( 6-7<sup>th</sup> December, 2024).
2. Gul, M. (2024), “ Beti Bachao, Beti Padhao: An Empirical Investigation of its Impact and Reach in the UT of J&K”, **2 National Seminar titled “ A Walk from Care to Wage Economy Through the Path of Unorganised Sector” Department of Economics, IUST ( 13-14 November, 2024).**
3. Gul, M. (2023), “A Systematic Literature Review Of Choice Overload”, **International Management Conference on entrepreneurship and family businesses: navigating human resource management and strategic challenges ( EFBNHRMSC 2023)**, Department of Management Studies, Jamia Millia Islamia (20<sup>th</sup> September, 2023).
5. Gul, M. (2023), “Antecedents, Moderators and Outcomes of Choice Overload: development of A Theoretical Model”, **International Conference on Contemporary Business Trends**, National Institute of Technology, Srinagar, (8<sup>th</sup>-9<sup>th</sup> July 2023)
6. Gul, M. (2023), “The Role of Status Consumption and Fashion Consciousness: A Study of Indian Luxury Consume”, **International Conference on Recent Advances in Business, Management & Data Analytics (ICBMDA)**, Dept of Management Studies, University of Kashmir, (15<sup>th</sup>-16<sup>th</sup> March, 2023)
7. Gul, M. (2023), “The Impact of Materialism and Vanity on Purchasing Behavior of Luxury Brands: Evidence from Indian luxury consumers”, **International Conference on Reimagining Marketing with Technology**, Indian Institute of Management Jammu (IIM Jammu), (10<sup>th</sup>-11<sup>th</sup> Feb 2023)
8. Gul, M. (2022), “Knowledge Management in Academic Libraries”, **Changing Dimensions of Scholarly Communication and Role of Libraries to Attain Inclusive Knowledge Society**, Organized by The Department of Library and Information Science, University of Kashmir on 6<sup>th</sup> and 7<sup>th</sup> September 2022.
9. Wani, A., & Gul, M. (2019). “Incessant Struggle between Work and Life: An Empirical Study”. **International Conference on Contemporary Issues in Engineering, Agriculture, Applied Sciences & Humanities (EAH-2019)**, Organized by The Dept of Metallurgical and Materials Engineering, NIT Srinagar, (22<sup>nd</sup> -23<sup>rd</sup> June 2019).

10. Gul, M. (2018), "Purchasing Intentions of Luxury Brands Among Indian Consumers", **International Conference on Worldwide Research Initiatives for Agriculture, Science, and Technology**, (WRIAST-2018), Organized by National Agriculture Development Cooperative Ltd, 24th-26th October 2018.
11. Gul, M. (2018), "The Impact of Consumer Perceptions on Purchasing Intentions of Luxury Brands Among Indian Consumer", **International Conference on Recent Trends in Engineering, Technology, Agriculture, Applied Sciences, Humanities and Business Management for Sustainable Development** (ETAHBS-2018), Organized by The Dept of Metallurgical and Materials Engineering, NIT Srinagar, (20th-21st October 2018).
12. Gul, M. (2013), "Consumer Choice and Choice Overload: A Decision-Making Perspective", 17th **International Business Horizons INBUSH ERA WORLD SUMMIT 2017**, Organized by Amity University in association with The University of Northampton (8th- 10th February 2017).
13. Gul, M. (2013), "Product Placement in Movies: Relationship Between Beliefs Towards Product Placement and Usage Behaviour", **2 Day International Conference on Contemporary Issues in Business, Management and Finance** (CIBMF-II, 2013), ( 28-29th September, 2013).

#### Research Projects (Major Grants/Research Collaboration)

1. Completed research project titled "Beti Bachao, Beti Padhao: An Empirical Investigation of its Impact and Reach in the UT of J&K funded by ICSSR on 11<sup>th</sup> September, 2023. Report Submitted.
2. Ongoing research project titled study on problems and prospects of women farmers in sericulture Industry of Jammu & Kashmir funded by National Commission for Women ( NCW) on 17<sup>th</sup> August 2023.

#### Presentations and Workshops Attended

1. **One Week Research Methodology Workshop** for Social Sciences w.e.f. 18<sup>th</sup> to 22<sup>nd</sup> December 2023; organized by Centre of Central Asian Studies, University of Kashmir.
2. **One Week Short Term Course** for Training of Teachers on Indian Knowledge System (IKS) w.e.f. 11<sup>th</sup> – 16<sup>th</sup> September 2023; organized by UGC Malviya Mission Teacher Training Centre, University of Kashmir in collaboration with IKS Division, Ministry of Education, Govt of India, New Delhi.
3. **One Week Research Methodology Workshop** for Commerce, Economics & Management w.e.f. 9<sup>th</sup> to 15<sup>th</sup> November 2022; organized by UGC-HRDC University of Kashmir.
4. **Two days Capacity Building Workshop** for Prevention of Sexual Harassment at Workplace (POSH) w.e.f. 31<sup>st</sup> October-1<sup>st</sup> November 2022; organized by Internal Complaints Committee, University of Kashmir.
5. **Three Days Workshop** for Data Analytics Using SPSS and R (Qualitative and Quantitative Methods) w.e.f. 26<sup>th</sup> to 28<sup>th</sup> September 2022; organized by Department of Statistics, University of Kashmir.
6. **Refresher Course in Gender Studies** (Interdisciplinary) from 12<sup>th</sup> November 2021 for a period of two weeks organized by UGC-HRDC University of Kashmir
7. UGC Sponsored 17<sup>th</sup> **2 Week Refresher Course**. 18 Nov to 30<sup>th</sup> Nov 2019 at University Grants Commission-Human Resource Development Commission, Jamia Millia Islamia, New Delhi
8. UGC Sponsored **One week Workshop on Research Methodology for Social Science, Commerce & Management Scholars & University Teachers**. 18th May 2016 to 25th May 2016.
9. UGC Sponsored **65th General Orientation Course**. 15th July to 14th August 2014, UGC HRDC, University of Kashmir.
10. **2 Day Seminar on Disability Patterns**: "Perspectives and New Directions" Department of Students Welfare (3rd and 4th Dec 2014), University of Kashmir.

#### Corporate Experience

1. **Research Manager**: GFK Mode, May 2008 to January 2010
2. **Senior Researcher**: TNS India PVT Ltd: April 2006 to May 2008
3. **Research Analyst**: I-Locus: October 2005 to September 2006

#### Personal

Gender- Female  
 Date of birth: August 17, 1980  
 Place of birth: Srinagar, Jammu & Kashmir, India  
 Children: Noyaan (Male 17Y) and Orhan (Male 9Y)