

Name- Mushtaq Ahamed Siddiqi

Present Occu. Professor, Department of Management Studies, University of Kashmir.

Teaching Exp.-22 yrs.

Qualification- M.Com (1988); CAIIB-I (1996); PhD (2007).

Area of interest: Marketing Management and Human Resource Management.

Subjects taught: Fundamentals of Marketing Management, Services Marketing, Business Marketing, International Business, Human Resource Management, Industrial Relations, Cross Culture Global Management, Managerial Economics, and Micro Economics.

Fellowship- Teachers' Fellowship from UGC under FIP for completion of PhD.

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Publications

1) Book—"Marketing in Educational Institutions of India", (ISBN no-978-81-906918-9-5) Alpha Publications, Darya Gunj, New Delhi, 2008.

2) Souvenir-Seminar Souvenir of NAAC Sponsored 2- Day National Seminar on IQAC as a Vehicle for Institutional Excellence", 2009.

3) Articles/chapters

2006

- 1. Applying "MARKOR" in Education: An Empirical Study of Colleges, *The Business Review*, The University of Kashmir, Srinagar. Vol-12, No-1, Sep, 2006. ISSNO-0972-8384.**

2007

- 2. On Assessing Measures of Internal Marketing In Higher Education: A Services Marketing Perspective, *Management and Change*, The Journal of IILM, New Delhi, Vol-11, No-01, 2007. ISSNO-0972-2149.**
- 3. Investigating Influence of Contact Employee Supports on Service Quality Perception: An Indian Banking Experience, *The Alternative*, Birla Institute of Technology, Ranchi, India, Vol-VI, No-2, 2007. ISSNO-0973-0451.**

4. Market Orientation in Higher Education: An Empirical Assessment, Survey, IISWBM, Kolkata-India, Vol-47, No-1-2, 2007. ISSN-0586-008.
5. Market Orientation in Banks: An Indian Banking Experience, IMS Manthan, The Journal of Innovation, Institute of Management Studies, NOIDA, Delhi, Vol-01, No-1, 2007. ISSN-074-7141(print); 0976-1713(online).Rgt. No-UPENG/200723486.
6. Effectiveness of Faculty Training Programs in Colleges: A Perceptual Study of Faculty and Administration, Synthesis, The Journal of Birla Institute of Management, Ghaziabad, India, Vol-04, No-1, 2007. ISSN-0973-2357
7. Communication as an Antecedent to Employee Commitment: An Internal Marketing Perspective, The Indian Journal of Commerce, IGNOU, New Delhi, Vol-60, No-2, 2007. NO-4973-60.

2008

8. Service Orientation in Banks: A Comparative Study of J & K Bank & State Bank of India, The Business Review, The University of Kashmir, Srinagar. Vol-13, No-1, 2008. ISSN-0972-8384
9. Contact Employee Supports and Its Impact on Employee Responses in J & K Bank: An Internal Marketing Perspective, Kashmir Journal of Social Sciences, Vol. 3, No-1, 2008-09, Dean Faculty of Social Science, University of Kashmir. ISSN-0975-6620.

2009

10. Investigating Impact of Organizational Citizenship Behaviours' on Performance: An Indian Experience. 'Productivity', Vol-49 (04), Journal of National Productivity Council, Utpadakta Bhawan, Lodi Road, New Delhi. ISSN-NO0032-9924.
11. Customer Orientation of service employees and organizational performance: evidence from Indian banking, Decision, Indian institute of Management, Calcutta, Vol-36, issue 02, August 2009, pp.133-154.

2010

12. Chapter titled, Direct and Indirect Influence of Organizational Justice on Customer Service Quality Perception, Quality Management in Organizations, Edited book by Anu Singh Lather, Sanjive Mittal, and Sanjay Dhingra, MACMILLAN PUBLISHERS India Ltd., New Delhi, 2010. (ISBN no -10:0230-32923-3); ISBN no-13:978-0230-32923-2.

2011

13. Quality of Teacher Student Interaction at Undergraduate Level: A Perceptual Study of Faculty and Students in J & K, *The Communications*, The journal of Directorate of Distance Education, University of Kashmir, Vol.20, no-1, 2011. ISBN no-0975-6558.

2012

14. Chapter entitled, "Perceived supports and effectiveness of IQAC functionaries in the book, *Education and social sector, issues and challenges*", Regal Publication, New Delhi, 2012, edited by Dr. Imran Saleem and Ashraf Imam. (ISBN no -978-81-8484-181-7).

2013

15. Identifying Some Roots of Frontline Employee Attitude in Market Orientation, *Acta Universitatis Danubius. OEconomica*, Vol 9, issue no. 6/2013. Print ISSN: 2065-0175; Online ISSN: 2067 – 340X; Impact factor- 0.02 according to REPEC Database.
16. Examining Work Engagement as a Precursor to Turnover Intentions of Service Employees, *International Journal of Information, Business and Management*, Vol. 5, No.4, 2013. ISSN 2076-9202 (Print); ISSN 2218-046X (Online) and is indexed and abstracted in EBSCO, DOAJ, Ulrich's Periodicals Directory, Cabell's Directory, ProQuest, Index Copernicus, Journal Seek, New Jour, get CITED, Open J-Gate, Research Bib,
17. Organizational Service Orientation Influencing Contact Employee and Customer Responses, *International Journal of Marketing & Business Communication*, Vol.2, No.4, 2013, Page no-30-40; 2277–484X, indexed- Business Source Complete, Ulrich's Web, and Cabell's Directory of Publishing Opportunities.
18. Job Resources as Organisational Support, Organisational Citizenship Behaviour and Customer Satisfaction: Some Evidences of Linkage, *Journal of Service Research*, IIMT, Gurgoan, Vol. 13 No. 2, October 2013 - March 2014. , Page no-95-115; ISSN NO. : 0972-4702.

2014

19. Work Engagement as a Reaction to Work Environment and Customer Outcome: A Service Marketing Perspective, *Journal of Global Scholars of Marketing Science*, Bridging Asia and the World, Vol. 24 No. 1, 2014 ISSN no-2163-9159 (Print), 2163-9167 (Online).doi:10.1080/21639159.2013.852911, Publisher: Routledge, Mortimer House, 37-41 Mortimer Street, London.

2015

20. Work Engagement and Job crafting of service employees influencing customer outcomes, *Vikalpa*, journal of IIM Ahmadabad, The Journal for Decision Makers 40(3) 1–16, July-Sept., 2015; Indian Institute of Management, Ahmedabad, ISSN-NO:0256-0909, SAGE Publications sagepub.in/home.nav DOI: 10.1177/0256090915598584 <http://vik.sagepub.com>., peer reviewed and indexed in EBSCO database.
21. (Lead Paper), Employee innovative work behaviour and its roots in their work engagement: an Indian experience, 2015, *PRANJANA, the Journal of Management Awareness*, published by INMANTEC, India, Vol-18, No-02, pp 1-18. Print-ISSN: 0971-9997, Online ISSN: 0974-0945, International and peer reviewed and indexed.
22. (Lead Paper), Job Crafting of Service Employees and Performance: An Empirical Evidence of Linkages, *Asian J. Management*; 6(3): 149-158. July-September, 2015. ISSN 0976-495X (Print) www.anvpublication.org 2321-5763 (Online) - international, peer-reviewed journal, devoted to managerial sciences. Indexed on Google Scholar, Indian Science Abstract, ProQuest Central, Gale Group Inc. USA, Indian Citation Index.
23. Impact of innovative work behaviour on financial performance: The intermediation of customer satisfaction, *International J. Advances in Social Sciences*, 3(4): October- December., 2015, pp.159-165. (Jointly with Adil Zahoor) ISSN 2347-5153 (Print) 2454-2679 (Online), International, peer reviewed and indexed journal.
24. Lead paper... Frontline Employee Perceived Job Resources, Perceived Service Quality and Turnover Intentions: Some Evidences of Linkages, *Research J. Humanities and Social Sciences* 2015; 6(2): 69-79, ISSN 0975 – 6795 (print) ISSN 2321– 5828 (online) - an international, peer-reviewed journal, Indexed on Google Scholar, Indian Science Abstract, ProQuest Central, Gale Group Inc. USA, Indian Citation Index.
25. Chapter in book, *Emerging Management Paradigms*, titled as, ‘Procedural Justice and its role in Achieving Faculty Commitment in Higher Education (An Internal Marketing Perspective)’, Research India Publications, edited by Pavnesh & Lovleen (2015), 179-188. ISBN: 978-93-84144-25-8.
26. Employee Engagement and Involvement as a Conduit between LMX and Service Performance, *International Journal of Multidisciplinary Educational Research*

(IJMER) Volume: 4, Issue: 8, August, 2015 with JISRAF Impact Factor 2.972, Index Copernicus Value 5.16 & International Scientific Indexing Value: 2.286.

2016

27. Perceived Organisational Support and Employee Citizenship Behaviour as an Intermediating Variable between LMX and Service Performance', Asian Journal of Management, June: 2016, Vol: 7No:1: April, pp.27-35, www.anvpublication.org 2321-5763 (Online), jointly with Owais Ahmed, International, peer reviewed and indexed.
28. Impact of Leader Member Exchange On Customer Service Experience', International Journal of Reviews and Research in Social Sciences , Vol: 4, No:2: April-June, pp. International, peer reviewed and indexed, jointly with Owais Ahmed
29. Internal Marketing Influencing Work Related Attitudes: A Service Marketing Perspective', (February, 2016), International Journal in Management and Social Science, Impact factor-5.276, Vol.04 Issue-02, pp.352-360. (Jointly with Adil Zahoor)
30. Chapter titled, Leadership as a determinant of institutional change: a study of higher education sector, in edited book, Sustainable Management Practices, by Dr. Asif Iqbal Fazili and Dr. Anisa Jan by , 2016, ISBN-9781544796499

2017

31. "Emotional intelligence and decision making effectiveness: An empirical study of institutions of higher learning", Amity Global Business Review, 12(feb-17), February 2017, 81-89. Listed EBSCO, CABLL'Sand ULRICH'S WEB (global serials directory) ISSN 0975-511X.
32. (Lead Chapter), 'An analytical study of growth and development of commerce and management education in J & K" in book titled "Higher Education in India: Scenario & Challenges" co-edited by Dr. Seema Bashir & Dr. Mohmed Amin. ISBN: 8183248136, Mittal Publications, 4594/9 Daryaganj, New Delhi – 11000.
33. Attitude of consumers towards online shopping in edited book, 'Marketing in emerging economies', Manakin Press pvt. Ltd. , New Delhi, Edited by Prof. Raheela Farooqui

2018

34. Service Providers Gaps and Customer Loyalty in Telecom Sector: A Study of Inverse Relationship, 'International Journal of Enhanced Research in

Management & Computer Applications' ISSN: 2319-7471, Volume 7 Issue 3, March-2018, Impact Factor: 3.578, page 617-625

2019

35. Leader Member Exchange Leading Service employee desired job out comes and Performance: An Indian evidence, International Journal of Services and Operations Management (IJSOM), Vol. 33, issue 3, 10th July, 2019, Print ISSN(E) : 1744- 2389 Online ISSN: 1744-2370; RG Journal Impact: 1.08*. _Scopus/ Elsevier/ Australian Business Dean Council/Palgrave Macmillan Indexed
36. Leader Member Exchange Quality Influencing Commitment and Trust Among Employees, International Journal of Research In Commerce, IT & Management, (ISSN 2231 – 5756), Indexed & Listed At: Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Google Scholar, Cabell's Directories of Publishing Opportunities, U.S.A., Open J-Gate, India [Link Of The Same is Available at Infilbnet of University Grants Commission (U.G.C.)], With Ic Value Of 5.09 & Number of Libraries All Around The World.

2020

37. Leader member exchange and its linkages: Evidences from Indian services sector, The Business Review, Peer reviewed and refereed journal, ISSN 0972-8384, Vol.24, No: 1 & 2 Dec., 2020. Page no-22-37.

2021

38. Customer satisfaction as an antecedent to customer retention: An empirical assessment in hospitality industry of Kashmir division, 'international journal of multidisciplinary research and technology', Vol.: 01, issue: 08. impact factor: 6.328(ISSN2582-7359, peer reviewed)
39. Emotional Dissonance: A study among health care professionals during covid-19, The Business Review, Peer reviewed and refereed journal, ISSN 0972-8384, Vol.25, No: 1 & 2 Jan-Dec., 2021. Page no-33-44.

2022

40. Employee engagement and quality relationships enhancing work performance. Journal of Positive School Psychology, Volume 6, Issue .5, July-2022, pp 8891-8894(ISSN: 2717-7564). Scopus/Elsevier/Turkish Medline National Citation indexed/ European Reference Index for the Humanities (ERIH PLUS)
41. Involvement and Support: Antecedents to performance at work place. International Journal of Health Sciences, Volume 6 , Issue 7, 1st Aug, 2022, pp 1617-1623 (ISSN: 2550-696X), Scopus/Elsevier/ Thomson Reuters/ Web of Science

Publons/ International Scientific indexing/ World Catalogue of Scientific Journals Indexed

42. Do Demographic Factors Influence Physicians' Perceptions of the Effectiveness of Pharmaceutical Marketing Strategies? *Asian journal of Economics, Business and Accounting*. Vol.no-22, Issue no-23, Nov, 2022, Page no's- 314-325.
43. The Impact of Media Exposure and Fear of COVID-19 on Panic Buying: A Study of Indian Consumers during the Second Wave of COVID-19. Journal: *Colombo Business Journal*. Vol. - 13, Issue-2, Dec. 2022, Pages no 1-20.

2023

44. Customer Incivility and Service Recovery Performance: Job Crafting as a Buffer, VISION, *The Journal of Business Perspective*, Vol.27, issue 2 April, 2023, Page 178-188.sage publications, ISSN 0972- J-gate,scopus,UGC care (group II) etc.,2629

Presentations made in Seminars/Workshops/Invited lectures

1. Paper presented: Service Triangle in Education System of J & K, in National Seminar on Challenges of Human Resource Development in Education, 21-22nd July 2004, organized by Govt. College for women, Nawakadal, Srinagar.
2. Paper presented: "Perceived Supports and Effectiveness of IQAC Functionaries", in NAAC Sponsored 2-Day National Seminar on "IQAC as a vehicle for Institutional Excellence" held on 24th & 25th September, 2009 in Government College for Women, Nawakadal, Srinagar
3. Paper presented, 'Direct and Indirect Influence of Organizational Justice on Customer Service Quality Perception' in National Conference on Quality Management in Organizations organized by University School of Management Studies Guru Gobind Singh Indraprastha University, Delhi, India. On Feb-26, 2010
4. Paper presented: "The impact of organizational service orientation on contact employee and customer outcomes: an Indian experience" in international conference in marketing on shaping the future of research in marketing in emerging economies: looking ahead, held from January 13 to 14, 2012 at IIM Lucknow - Noida Campus.
5. Conducted sessions in one day training workshop and delivered lecture on 'customer service and public relations" for the staff working in office of the senior superintendent of post offices, postal division, Srinagar, Ministry of Communication and Information Technology, Department of Posts on Feb 26,2012.

6. Conducted sessions in training workshop and delivered lecture on the topic entitled, "Decision making and its common traps at individual as well as group level" for principals of various higher secondary institutions on June 04, 2012 in the auditorium hall of Board of school education, Bemina, Srinagar. The orientation program was organized by National University of Educational planning and Administration (NUEPA) from June 02 – June 06, 2012.
7. Paper presented: "Spill- over Effects of Internal Marketing on Organizational Subjective Performance" in 3-Day National conference on Contemporary Issues in Business, Management and Finance, held from Sept 21 to 23, 2012 at Department of Business and Financial Studies, University of Kashmir, Srinagar.
8. Conducted sessions in one Day work shop entitled, "Orientation for Research Projects" and delivered lecture on "common steps in research projects", "research classifications", and "Some tips for writing projects" on September 2, 2013 in IITM, Srinagar.
9. Conducted one day training workshop, training of frontline officials" for frontline officials working in the office of senior superintendent of post offices, postal division, Srinagar, Ministry of Communication and Information Technology, Department of Posts on Aug 17, 2013 and delivered lecture on," *customer first* "in Auditorium of GPO, Srinagar.
10. Paper presented: "Leader Member Exchange (LMX) Influencing Employee Job Attitudes and Service Performance" in 2-Day National conference on Contemporary Issues in Business, Management, & Finance (CIBMF-II)" 28th – 29th September, 2013organised by Department of commerce, the University of Kashmir.
11. Two sessions/presentations in the Work shop, "Research Methodology in Management, Commerce and Social Science", on the topic, "How to write research papers, Anatomy of research articles, and some tips for write ups" organized by School of Business Studies, Islamic University of Science and Technology, Awantipur, Kashmir, on Dec 7, 2013.
12. Paper presented, "Perceived Fairness Influencing Turnover Intentions of Service Employees", in 2-Day international marketing conference organized by NASMEI – North American Society for Marketing Education in India at Great lakes, Dec 27-28, 2013, Chennai, India.
13. Two sessions/presentations in the Work shop, "Research Methodology" and delivered lecture on 'Hypotheses, its types and testing with reference to concept and application of 'Z', 'T' and 'chi-square test' organized by Srinagar centre of Mewar University, chitorgarh on April 13, 2014.
14. Paper presented on "Customer Relationship Management: A Function of Employee Attributes", in 2-Day international conference –Shifting Paradigms in Applied Economics and Management: Course Correction "organized by Shri Mata Vaishno Devi University, katra, J & K, from August 01-02, 2013.

15. Presentation made on the topic: "Science & Art of Writing Research Paper: Some Suggestions" on May 20, 2015 in 68th General Orientation Course organized for faculty by Academic Staff College, Srinagar, University of Kashmir.
16. Presentation made on the topic, "Principal component analysis: concept and application" on 20/11/2015 in Work shop, "Research Methodology" Nov 05 to Nov 26, 2015 organised by The Business School, University of Kashmir.
17. Presentation made on the topic "Review of literature: some basic principles" on 21/11/2015, in the Work shop, "Research Methodology" Nov 05 to Nov 26, 2015 organised by The Business School, University of Kashmir
18. Presentation made on the topic Research papers: Anatomy and guidelines" on 21/11/2015 in the Work shop, "Research Methodology" Nov 05 to Nov 26, 2015 organised by The Business School, University of Kashmir.
19. Chaired a technical session on Dec., 23, 24, 2015 in an International conference on Sustainable Development and technological innovation organised by Department of Management Studies, Islamic University of Science and Technology, Awantipur, Kashmir, on Dec 23 and 24, 2015.
20. Presented a paper, 'Impact of innovative work behaviour on financial performance' in an international conference, 23-24 Dec, 2015 organised by Islamic University of Science and Technology, Awantipur, Kashmir.
21. Presented a paper, 'An analytical study of growth and development of commerce and management education in J & K" in a National Conference, 'commerce and management education under new education policy, 9-10 Dec., 2015 organised by Islamia college of Science and Commerce, Srinagar.
22. Presented a paper, awareness and usage of electronic information resources: a case study of management students and scholars of university of Kashmir, in UGC sponsored National seminar, 'emerging frontiers of digital libraries organised by Department of library information science, university of Kashmir, 09-10, 2016.
23. Delivered a lecture in workshop entitled scholarly writing, reference management and deterring plagiarism organised by Allama Iqbal library, University of Kashmir. On March 23, 2017 ibn-Khaldun Auditorium, Allama Iqbal Library.
24. Presented a paper, 'entrepreneurialism: The role of emotional intelligence and leadership behaviour among entrepreneurs' In 2Day national conference on Entrepreneurship: opportunities and challenges in the contemporary world, April 26-27, 2017 organised by The Department of Management Studies, South Campus , University of Kashmir.
25. Presented a paper, 'consumer perception and attitude towards organic food' in 2nd International Conference on Sustainable Development and Technological Innovation held from March 22-23, 2022, Organised by Department of Management Studies, Islamic University of Science and Technology, Awantipur, Kashmir.

26. Presented a paper, 'on assessing drivers of IQAC functionary involvement and effectiveness: an empirical study' in one Day National Seminar on Total Quality Management: Improving Cost, Quality and Lives", Nov 07, 2022 organised by The Department of Management Studies, main campus, and DIQA, University of Kashmir.
27. Participated in one day workshop titled, 'Towards Quality Enhancement of University Publications' Organised by Directorate of Internal Quality Assurance (DIQA), University of Kashmir, Srinagar on December 20, 2022.
28. Chaired a technical session in one Day national seminar on 'total quality management: Improving cost, quality and lives' jointly organised by Directorate of Internal quality assurance and Department of Management Studies, University of Kashmir on November 07, 2022.
29. Presented a paper titled, "Artificial intelligence reshaping human resources management: A Review" in 2 Day international conference on 'recent advances in Business, Management, & Data Analytics' organised by Department of Management Studies, University of Kashmir from March 15, 2023.
30. Presented a paper titled, 'Impact of celebrity attributes on customer purchase intentions "in 2 Day international conference on 'recent advances in Business, Management, & Data Analytics' organised by Department of Management Studies, University of Kashmir from March 15, 2023.
31. Presented a paper titled, 'employee green behaviour: A Bibliometric Review based on the Scopus platform' in 2 Day international conference on 'recent advances in Business, Management, & Data Analytics' organised by Department of Management Studies, University of Kashmir from March 15, 2023.

Guest Faculty

1. Mewar University, Chitorgarh.
2. Islamic University of Science and Technology, Kashmir.
3. UGC-Human Resource Development Centre, formerly-ASC, University of Kashmir.

Project

1. Impact evaluation: evaluated the impact of trainings conducted exclusively for women in Jammu and Kashmir, under the "Women Empowerment Project". The project was sponsored jointly by DOEACC Society and the Department of Information Technology, Govt. of India.

Research Guidance:

No of research scholars registered	: 08
Submitted	: 04
Awarded:	:06

Organizing Experience

1. Right from the conception of the idea, topic, its approval by NAAC, till the execution of plans, organized NAAC Sponsored 2- Day national Seminar, "IQAC as a Vehicle for Institutional Excellence" from Sept 24-25, 2009 in Govt. College for Women, Nawakadal, Srinagar. Special appreciation from state ministry of higher education.
2. Acted as an active organizing link between Kashmir Radio Listeners Association and the college for organizing a cultural event successfully held on May 12, 2010 in Govt. Degree College for women, Nawakadal, sgr.

Seminars/workshops/trainings attended:

1. Four week UGC-sponsored orientation course in commerce, management and economics organized by ASC, University of Kashmir from May 27, 2002.
2. Three week UGC-sponsored refresher course in commerce, management and economics organized by ASC in collaboration with Department of Commerce, University of Kashmir from Oct 15, 2004.
3. 2-Day Workshop "Restructuring of Commerce Curriculum at Undergraduate Level in Kashmir Division", (15th to 16th Nov., 2008) organized by Department of Commerce, University of Kashmir, Srinagar.
4. 5-Day Work shop on "Research methodology" 28-03-2009 to 02-04-2009 organized by UGC-ASC University of Kashmir.
5. One-Day NAAC sponsored workshop on Reaccreditation program for Accredited Colleges organized by Department of Higher education, Govt. of J & K, March 18, 2009.
6. One week faculty development programme (FDP) organized by Department of Business And Financial Studies, University of Kashmir, Srinagar, from 29th March to 3rd April, 2010
7. Two Day training work shop, "Research Methodology "from July 6 to July 7, 2011, organized by department of law and ASC, university of Kashmir, Srinagar.
8. One-Day workshop, 'Role of education in creating project mind-set' on June 18, 2011, Organized by the Business School, University of Kashmir, Srinagar.

9. Two 2 Day workshop, 'cultural challenges of international marketing and leadership 'from 23 to 24 august, 2011 organized by The Business School, University of Kashmir, Srinagar.

10. One week national Work shop on, Research Methodology "from August 7 to 13, 2012 organized by The Business School, University of Kashmir, Srinagar.

11. Three week UGC-sponsored refresher course in commerce, management and economics organized by ASC, University of Kashmir from March 04 to March 28, 2013 with grade, " A"

12. One day work shop on "Strategic Innovations": Value Configurations, Technology and Emerging Paradigms" on April 29, 2015 organised by The Business School, University of Kashmir.

Any other information:

Appreciation letter received from Directorate /Department of Higher Education, civil sect., Govt. of j & k for playing key role from conceptualisation, resource mobilisation and execution of plans in organising Kashmir University and NAAC sponsored 2 Day national seminar.

Updated on 12/04/23