

Resume

Name: Mushtaq Ahmad Bhat

Initials: Dr. M. A. Bhat

Father's Name: Late Haji Gh. Mohd Bhat

Objective: To pursue career in teaching and research

Academic Record:

1. 2003: Ph.D. Thesis Titled, "Service Quality in Banks: A Study of Selected Banks in Northern India."
2. 1989: M.Phil. Dissertation Titled, "Socio-Legal Aspects of Marketing of Essential Commodities in J&K State."
3. 1987: M.Com. Aligarh Muslim University, Aligarh.
4. 1985: B.Com. University of Kashmir, Srinagar.

Experience:

- a) Teaching 30 years as:
 1. Professor, Department of Commerce, University of Kashmir, Srinagar, since 30th March, 2013.
 2. Associate Professor, Department of Business & Financial Studies, University of Kashmir, Srinagar, since 9th August, 2006.
 3. Senior Assistant Professor, Department of Business & Financial Studies, University of Kashmir, Srinagar, since 3rd July, 2003.
 4. Assistant Professor on substantive basis in the Department of Business & Financial Studies, University of Kashmir since 16th March 1997
 5. Assistant Professor on ad-hoc basis in the Department of Business & Financial Studies, University of Kashmir, Srinagar since 16th August 1991.
- b) Administrative:
 - 1 Head, Department of Commerce, University of Kashmir, Srinagar (22nd April, 2018 to 21st April, 2021).
 - 2 Editor, The Business Review, Journal of School of Business Studies, University of Kashmir, Srinagar (24th April, 2018 to 21st April 2021).
 - 3 Associate Editor, The Business Review, Journal of School of Business Studies, University of Kashmir, Srinagar (24th April, 2012 to 23rd April, 2015).
 - 4 Chairman, Departmental Purchasing Committee, Department of Business & Financial Studies, University of Kashmir, Srinagar (May, 2015 to 22nd April, 2018).
 - 5 Warden, Moulana Anwar Shah Kashmiri (MAK) Boys Hostel, Naseembagh Campus, University of Kashmir, Srinagar (13th May, 2008 - 30th September, 2009).
 - 6 Warden, Gani Kashmiri Research Scholars Hostel, University of Kashmir, Srinagar (18th February, 2008 - 12th May, 2008).
 - 7 Chairman, Departmental Purchasing Committee, Department of Business & Financial Studies, University of Kashmir, Srinagar (October, 2006 – November, 2009).

- 8 Worked as co-ordinator for M.Com. Programme in the Centre of Distance Education, University of Kashmir, Srinagar (2002-2003).
- 9 Superintendent cum co-ordinator for the Term End Examination, June, 2003, of Indira Gandhi National Open University (IGNOU) in which approximately four thousand students of various courses were examined.

Consultant: Acted as a consultant for a major study titled, “**Assessment of Quality of Banking Services in India**” conducted by **VOICE SOCIETY**-Voluntary Organisation in the interest of Consumer Education- sponsored by **Ministry of Consumer Affairs, Government of India**, under the supervision of **Professor Sri Ram Khanna and Mr. Paramjeet Singh Narang**.

Publications:

a) Books:

1. **Marketing of Services: A Study**, Published by Anmol Publications Pvt. Ltd., New Delhi- 110002 (INDIA) 2006.

b) Research Papers:

1. Impact of Customer Brand Engagement on Brand Loyalty: Testing the Moderating Role of Brand Trust (co-authored with Nuzhat Jan) International Journal of All Research Education & Scientific Methods (www.ijaresm.com) **Peer Reviewed/ Refereed Online Research Journal**, Vol. 12, Issue 03, March, 2024, ISSN: 2455-6211.
2. Customer Engagement and Social Media: A Review of Existing Literature (co-authored with Nuzhat Jan) Journal of Emerging Technologies and Innovative Research (<http://www.jetir.org/view?paper>) **Peer Reviewed/ Refereed Online Research Journal**, Vol. 10, Issue 07, July, 2023, ISSN: 2349-5162.
3. Influence of Social Media Usage on Purchase Intention of Generation Y: An Empirical Investigation (co-authored with Nuzhat Jan) **International Journal of All Research Education & Scientific Methods** (www.ijaresm.com) **Peer Reviewed/ Refereed Online Research Journal**, Vol. 11, Issue 12, December, 2023, ISSN: 2455-6211.
4. Mediating Role of Perceived Switching Costs between Relationship Marketing Practices and Customer Loyalty: Evidence from Banks (co-authored with Mr. Tawseef Ahmad Ganaie) Journal of Relationship Marketing (<https://www.tandfonline.com/loi/wjrm20>), Routledge, Taylor & Francis Group, 26 Sep 2023.
5. Impact of E-service Quality on Customer Satisfaction: An Empirical Assessment (co-authored with Sumeer Ahmad Ganie) **International Journal of Management and Development Studies** (<http://www.ijmds.in/>) **Double Blind Peer Reviewed/ Refereed Online Research Journal**, Vol. 12, Issue 06, June, 2023, ISSN: 2320-0685
6. Customer Engagement and Social Media: A literature Review (co-authored with Mrs Nuzhat Jan) **Journal of Emerging Technologies and Innovative Research** (<http://www.Jetir.org>) Refereed/peer reviewed ISSN Online Research Journal, Vol. 10, Issue 7, July, 2023, ISSN: 2349-5162

7. The Role of Customer Satisfaction as a Mediator Between Product Quality and Customer Loyalty (co-authored with Rafi Ahmad Lone) **International Journal of Management and Development Studies** (<http://www.ijmnds.in/>) **Double Blind Peer Reviewed/Refereed Online Research Journal**, Vol. 12, Issue 06, June, 2023, ISSN: 2320-0685
8. Impact of Product Quality on Customer Satisfaction: Evidence from Selected Consumer Durables (co-authored with Mr. Rafi Ahmad Lone) **International Journal for Research Trends and Innovation** (<http://www.ijrti.org>) Refereed/peer reviewed ISSN Indexed Online Research Journal, Vol. 08, Issue 5, April, 2023, ISSN: 2456-3315.
9. Impact of Perceived Switching Costs on Customer Loyalty in Banks: An Empirical Investigation (co-authored with Tawseef Ahmad Ganaie) **International Journal for Research Trends and Innovation** (www.ijrti.org), Refereed/peer reviewed Indexed Online Research Journal, Volume 8, Issue 4 | ISSN: 2456-3315.
10. Impact of Relationship marketing practices on customer loyalty in Banks: An Empirical Investigation (co-authored with Tawseef Ahmad Ganaie), ABDC, Journal of Services Research, Volume 23, Number 1, ISSN : 0972-4702 (April - September 2023) © by Vedatya Institute.
11. Product Quality and Customer Loyalty: A Review of literature (co-authored with Mr. Rafi Ahmad Lone) **International Journal of Marketing and Technology** (<http://www.ijmra.us>, Email: editorijmie@gmail.com) Refereed/peer reviewed ISSN Indexed Online Research Journal, Vol. 11, Issue 6, June, 2022, ISSN: 2249-1058.
12. The Power of Electronic Word-of-Mouth Communication (EWOM): A literature Review (co-authored with Mrs Nuzhat Jan) **International Journal of Marketing and Technology** (<http://www.ijmra.us>) Refereed/peer reviewed ISSN Indexed Online Research Journal, Vol. 11, Issue 9, September, 2021, ISSN: 2249-1058.
13. Perceived Service Quality in Airline Services: An Empirical Assessment (co-authored with Mrs. Elman Geelani) **International Journal of Management, IT & Engineering** (<http://www.ijmra.us>) Refereed/peer reviewed ISSN Indexed Online Research Journal, Vol. 11, Issue 8, August, 2021, ISSN: 2249-0558.
14. Switching Costs and Customer Loyalty: A Review of Literature (co-authored with Mr. Tawseef Ahmad Ganie) **International Journal of Management and Development Studies** (<https://ijmsds.in/>), Refereed/peer reviewed ISSN Indexed Online Research Journal, Vol. 10, Issue 5, May, 2021, e-ISSN: 2320-0685.
15. Host Perceptions of Tourism Impacts Across Demographic Variables (co-authored with Ms. Fozia Sajad) **International Journal of Marketing and Technology**, (<http://www.ijmra.us>), Double-Blind Peer Reviewed Refereed Open Access International Journal (Indexed & Listed), Vol. 11, Issue 02, February 2021, ISSN: 2249-1058, Impact Factor: 6.559
16. Relationship Marketing Practices and Customer Loyalty: A Review with Reference to Banking Industry (co-authored with Mr. Tawseef Ahmad Ganaie) **International Journal of Engineering and Management Research**, (<https://doi.org/10.31033/ijemr.10.4.18>), (A double-blind peer reviewed Refreed Journal), **Volume-10, Issue-4 (August 2020). e-ISSN: 2250-0758 | p-ISSN: 2394-6962.**
17. Residents' Perception Towards Tourism Development and its Impacts: A Review (co-authored with Ms. Fozia Sajad) **The Business Review**, Journal of the School of Business

Studies, University of Kashmir, Srinagar, **Vol. 22, No. 2, July-Dec, 2018. ISSN, 0972-8384.**

18. Relationship between Tourism Impacts and Residents Quality of Life in Kashmir Valley (co-authored with Ms. Fozia Sajad) **International Journal of Management Studies** (<http://www.researchersworld.com/ijms/>), (A double-blind peer reviewed Refreed Journal) **Vol. 5, No. 04(08), October, 2018, ISSN: 2249-0302, EISSN:2231-2528.**
19. Service Quality: A Comparative Analysis of Hotels in Northern India (co-authored with Ms. Anjum Ara) **International Journal of Enhanced Research in Management and Computer Application** (<http://publications.com>), (A double-blind peer reviewed Refreed Journal) **Vol. 7, No. 03, March, 2018, ISSN: 2319-7471.**
20. Customer Satisfaction and Customer Loyalty: An Empirical Assessment of Cellular service Operators in Kashmir Valley (co-authored with Ms. Fozia Sajad) **International Journal of Enhanced Research in Management and Computer Application** (<http://publications.com>), (A double-blind peer reviewed Refreed Journal) **Vol. 7, No. 03, March, 2018, ISSN: 2319-7471.**
21. Service Quality Variance in Hotels: An Empirical Assessment (co-authored with Ms. Anjum Ara) **International Journal of Management and Development Studies** (<http://www.ijmds.com>), (A double-blind peer reviewed quarterly journal) **Vol. 6, No. 10, Oct, 2017, Pp. 108-117, ISSN: 2321-1423.**
22. Variance in Service Quality across Demographic Variables: An Assessment of Cellular Service Companies in Kashmir Valley (co-authored with Ms. Fozia Sajad) **NMIMS Management Review** (<http://publications.com>), (A double-blind peer reviewed Refreed Journal) **Vol. 24 , April-May 2016, ISSN: 0971-1023.**
23. A comparative Analysis of Service Quality of Cellular Service Operators in Kashmir Valley (co authored with Ms Fozia Sajad) **International Journal of Marketing and Technology**, (<http://www.ijmra>) (on-line peer-reviewed/refereed) **ISSN (Online): 2249- 1058; IF 5.810, May, 2016.**
24. Investigating the Impact of Service Quality on Shareholders' Value in Commercial Banks of India (co-authored with Ms Suhaila Sikeen Khan and Bashir Ahmad Joo) **Sustainable Competitive Advantage: A Road to Success Excel India Publishers, New Delhi, December 2015, ISBN 978-93-84869-95-3; <https://www.researchgate.net/publication/290434867>.**
25. Tourist Behavioural Intentions in Relation to Tourism Service Quality and Tourist Satisfaction in Kashmir Valley (co authored with Ms Nabina Qadir) **Management & Change**, Journal of the Institute for Integrated Learning in Management, New Delhi, **Vol. 19, No. 2, 2015, ISSN, 0972-2149.**
26. Relationship Banking: An Empirical Assessment of Private and Public Sector Banks (co-authored with Aaijaz Ahmad Bhat), **International Journal of Management and Development Studies** (<http://www.ijmds.com>), (Refereed Quarterly, **Vol. 4, No. 1, January-March, 2015, Pp.128-40, ISSN: 2321-1423.**
27. Tourism Services in Kashmir: Perspective of Foreign Tourists (co authored with Ms Nabina Qadir), **NICE Journal of Business**, (Refereed, Half-yearly Journal of Shobhit University, Meerut, INDIA), **Vol. 9, No. 1& 2, January-December, 2014, Pp.39-48, ISSN:**

0973-449X.

28. Relationship Marketing Variation in Banks: A Comparative Analysis (co-authored with Aaijaz Ahmad Bhat), **International Journal of Applied Services Marketing Perspectives**, (Refereed Quarterly, Pezzottaite Journals, <http://www.pezzottaitejournals.net>), Vol. 3, No. 4, October-December, 2014, Pp.1226-35, ISSN: 2279-0977.
29. An Evaluation of Customer Perceptions on Service Quality in Retail Banking A Comparative Analysis (co-authored with Suhaila Sakeen Khan), **Asia-Pacific Marketing Review**, Journal of Asia-Pacific Institute of Management, New Delhi, (www.asiapacific.edu/apmr), Vol. 3, No.1, January-June 2014, pp. 5–17, ISSN : 2277-2057.
30. Customer Satisfaction and Behavioural Intentions: An Empirical Assessment of Hotel Guests (co-authored with Ms. Anjum Ara), **The Business Review**, Journal of the Faculty of Commerce & Management Studies, University of Kashmir, Srinagar, Vol. 18, No. 1, Jan-June, 2014. ISSN, 0972-8384.
31. Safety and Security Perceptions: An Empirical Assessment of Tourists in Kashmir, **Journal of Services Research**, The Journal of IIMT, Gurgaon, (<http://www.jsr-iimt.in>) Vol. 13, No. 2, October, 2013-March, 2014, Pp.131-144, ISSN: 0972-4702.
32. Guest Satisfaction : A Comparative Analysis of Hotels and Houseboats (co-authored with Ms. Anjum Ara), **The Business Review**, Journal of the Faculty of Commerce & Management Studies, University of Kashmir, Srinagar, Vol. 17, No. 1 & 2, Jan-Dec, 2013. ISSN, 0972-8384.
33. Service Quality Variation in Retail Banking: A Comparative Analysis (co-authored with Suhaila Sakeen Khan), **Journal of Global Information and Business Strategy**, Journal of Gitarattan International Business School, Delhi, (<http://www.gitarattan.edu.in>), Vol. 5, No. 1, January-December, 2013, Pp.1-14, ISSN : 0976-4925.
34. Relationship Marketing in Indian Banks: An Empirical Assessment (co-authored with Aaijaz Ahmad Bhat), **International Journal of Management and Development Studies** (<http://www.ijmds.com>), (A double-blind peer reviewed quarterly journal) Vol. 1, No. 2, July, 2013, Pp. 71-84, ISSN: 2321-1423.
35. Investigating Service Quality Dimensions Through Exploratory Factor Analysis in a Healthcare Setting (co-authored with Mohd Yaseen Malik), **International Journal of Research in Computer Application & Management** (<http://www.ijmra.us>), (Indexed, Peer reviewed/ Refereed/Juried) Open Access International e-Journal), Vol. 3, No. 2, February ,2013, Pp. 100-108, ISSN 2231-1009.
36. Guests' Satisfaction in Hotels of Kashmir Valley: An Empirical Assessment (co-authored with Ms Anjum), **International Journal of Management and Development Studies** (<http://www.ijmds.com>), (on line peer-reviewed/ refereed) Vol. 2, No. 2, February, 2013, Pp. 1-13, ISSN (Online): 2320-0685.
37. Tourist Satisfaction in Kashmir: An Empirical Assessment (co authored with Ms Nabina Qadir), **Journal of Business Theory and Practice**, <http://www.scholink.org/ojs/index.php/jbtp> (online peer-reviewed/refereed) Vol.1, No. 1; March, 2013, Pp.152-166, ISSN: 2329-2644

38. Service Quality Perceptions: An Empirical Assessment of Banks in Jammu & Kashmir State (co-authored with Suhaila Sakeen Khan and Aaijaz A Bhat), **International Journal of Research in Computer Application & Management**, <http://ijrcm.org.in/> (on-line peer-reviewed/refereed) **Vol. 3, No. 3, March, 2013, Pp. 65-69, ISSN (Online): 0976-2183.**
39. Patient's Expectations and Perceptions in Hospitals: A Comparative Study ((co-authored with Mohd Yaseen Malik)), **International Journal of Marketing and Technology** (<http://www.ijmra.us>), (Indexed, Peer reviewed/ Refereed/Juried) Open Access International e-Journal), **Vol. 3, No. 4, April, 2013, Pp. 79-98, ISSN 2249-1058.**
40. An Empirical Assessment of Tourist's Expectations and Perceptions (co-authored with Ms Nabina Qadir), **International Journal of Applied Services Marketing Perspectives**, (Refereed Quarterly, Pezzottaite Journals, <http://www.pezzottaitejournals.net>), **Vol. 2, No. 2, April-June, 2013, Pp.320-329, ISSN: 2279-0977.**
41. Tourism Service Quality: A Dimension Specific Assessment of SERVQUAL, **Global Business Review**, Journal of International Management Institute, New Delhi, **Vol. 13, No. 2, June, 2012, ISSN,0972-1509**
42. Variation in the Quality of Medical Services: An Empirical Investigation, (co-authored with Mohd Yaseen Malik), **Management & Change**, Journal of the Institute for Integrated Learning in Management, New Delhi, **Vol. 14, No. 2, 2010 , ISSN, 0972-2149.**
43. Quality of Medical Services: A Study of Selected Hospitals, (co-authored with Mohd Yaseen Malik), **NICE Journal of Business**, Journal of Shobhit University, Meerut, India, **Vol. 2. No. 2. July–December, 2007, ISSN, 0973-449X.**
44. Correlates of Service Quality and Quality of Work Life: Banking Evidence" (co-authored with Dr. Riyaz Rainayee), **The Business Review**, Journal of the Faculty of Commerce & Management Studies, University of Kashmir, Srinagar, **Vol. 12, No. 2, March, 2007. ISSN, 0972-8384.**
45. Service Quality: A Dimension-Specific Assessment of SERVPERF in Educational Institutional Library, **Abyigyan**, Business Journal from FORE (Foundation for Organisational Research And Education, New Delhi) **Vol. XXXIV, No. 2, July-September, 2006, ISSN,0970-2385.**
46. Variation in Retail Banking: An Empirical Investigation, **PRANJANA-Journal of Management Awareness**, Integrated Institute of Management and Technology, Ghaziabad, India, **Vol. 8, No. 2, July-December, 2005, ISSN, 0971-9997.**
47. Service Quality Perceptions in Banks: A Comparative Analysis, **VISION, The Journal of Business Perspective**, Management Development Institute, Gurgaon, **Vol. 9, No. 1, January-March, 2005, ISSN,0972-2629.**
48. Service Quality and the Financial Performance of Banks: An Analysis, **Conference Proceedings (International Conference on Services Management) March 11-12, 2005** (co-authored with Bashir A. Joo), organised by the Institute for International Management and Technology, Gurgaon, India
49. An Appraisal of Customer Service Studies in Banks, **The Business Peep**, **Vol.1, No.1, 2005.**
50. Correlates of Service Quality in Banks: An Empirical Investigation, **Journal of Services**

Research, Journal of the Institute for International Management and Technology, Gurgaon, **Vol. 5, No.1, April-September, 2005, ISSN, 0972-4702.**

51. What Makes a Quality Service: Customer Speaks His Mind, **Management & Change**, Journal of the Institute for Integrated Learning in Management, New Delhi, **Vol. 7, No. 2, 2003** (co-authored with Gani A.), **ISSN, 0972-2149.**
52. Service Quality in Public Sector Banks: An Empirical Investigation, **Business Review**, Journal of the Faculty of Commerce & Management Studies, University of Kashmir, Srinagar, **Vol. 9, No. 2, 2003, ISSN, .**
53. Service Quality in Commercial Banks: A Comparative Study, **Paradigm**, Journal of the Institute of Management Technology, Ghaziabad, India, **Vol. 7. No.1, January-June 2003** (co-authored with Gani A.), **ISSN, 0971-8907.**
54. Rising Above the Advertising Clutter, **The Business Review**, Journal of the Faculty of Commerce & Management Studies, University of Kashmir, Srinagar, **Vol. 5, No. 1 & 2, 1999.**
55. Ethical Dimensions of Business Marketing, **The Business Review**, Journal of the Faculty of Commerce & Management Studies, University of Kashmir, Srinagar, **Vol. 3, No. 1 & 2, 1997.**
56. Consumerism in India: Issues and Concerns, **NAIMS, Management Review**, Journal of Narsee Monjee Institute of Management Studies, Mumbai, **Vol. 3.No.11, July-December, 1996, ISSN,0971-1023.**
57. Social Marketing: Emerging Challenge, **The Business Review**, Journal of the Faculty of Commerce & Management Studies, University of Kashmir, Srinagar, **Vol. 2, No. 1, 1996.**
58. Ethics in Advertising: Myth or Reality, **Indian Journal of Marketing**, New Delhi, **Vol. XXIV. No.6-7, June-July, 1995** (co-authored with Mattoo, A.R.).

International Conferences/National Seminars/Workshops/Training Programmes

International Conferences:

1. Participated and presented a paper titled, **“Customer Satisfaction and Customer Loyalty: An Empirical Assessment of Cellular service Operators in Kashmir Valley”** (co-authored with Dr. Fozia Sajad) in a two-day **International Conference on Recent Developments in Science, Humanities and Management”** organised by Amar Sing College, Cluster University, Srinagar (17th– 18thApril, 2018).
2. Participated and presented three research papers titled, (1) **“Guest Satisfaction in Hotels of Kashmir: The Perception of Foreign Tourists**, (2) **“Tourism Services in Kashmir: Perspective of Foreign Tourists”** and (3) **“Variation in Service Quality: A Banking Evidence”** in a two-day **International Conference on Contemporary Issues in Business, Management & Finance** organised by the **Department of Business & Financial Studies, University of Kashmir, Srinagar, J&K, India (28th – 29th September, 2013).**
3. Participated and presented a paper titled, **“Tourism Service Quality: A Dimension-Specific Assessment of SERVQUAL”** in a two-day **International Conference on Sustainable Destination Excellence: Innovations in Alternative Tourism** organised by the **School of Hospitality and Tourism Management, University of Jammu, Jammu, India (February, 17-18th, 2011).**

4. Participated and presented a paper titled, **“Patients Expectations and Perceptions: A Comparative Study”** (co-authored with Dr. M. Yaseen Malik) in a three-day **International Conference on Management Sciences and Arts** organised by the **Faculty of Management Studies, Gurukul Kangri University, Haridwar, Uttarakhand, India (September 15-17th, 2008)**.
5. Participated and presented a paper titled, **“Correlates of Service Quality and Quality of Work Life: Banking Evidence”** (co-authored with Dr. Riyaz Rainayee) in a two-day **International Conference on Emerging Issues in Accounting, Information Technology, Business & Management** organised by the **Research Development Association, Jaipur, India (January 9th-10th, 2006)**.
6. Participated and presented a paper titled, **“Service Quality and the Financial Performance of Banks: An Analysis”** (Co-authored with Dr. Bashir A. Joo) in a two-day **International Conference on Services Management** organised by the **Institute for International Management and Technology, Gurgaon, India in collaboration with Oxford Brooks University (March 11th-12th, 2005)**.

National Conference:

1. Presented one research paper titled, **“Host Perceptions of Tourism Impacts across demographic Variables”** (co-authored with Dr. Fozia Sajad) in a 2-Day National Conference on **“Business and Management in the 21st Century- Issues and Challenges”** organized by the **Department of Commerce and Management Studies, Islamia College of Science & Commerce (ICSC), Srinagar (12-13th June, 2019)**.
2. Presented one research paper titled, **“Service Quality in Banks: A Comparative Study in Northern India”**(co-authored with Dr. Suhaila Sakeen Khan) in a 2-Day National Conference on **Entrepreneurship Development** organized by **Government Degree College Bemina, Srinagar, Co-Sponsored by IPF-Bombay Stock Exchange, SEBI & JAKEDA, INDIA (14-15th September, 2015)**.
3. Presented three research papers **(1) Service Quality Assessment in Banks: An Empirical Assessment (2) An Empirical Assessment of Tourist Satisfaction in Kashmir Division, and (3) Customer Satisfaction in Hotel Industry: An Empirical Assessment** in a 3-day National Conference on **Contemporary Issues in Business, Management & Finance** held on **September 21-23, 2012** organised by the **Department of Business & Financial Studies, University of Kashmir, Srinagar, (J&K) INDIA**.
4. Participated in one-day Conference on **“Higher Education: Issues & Challenges”** organized by **UGC – Human Resource Development Centre, University of Kashmir, Hazratbal, Srinagar, 190006 (3rd June, 2015)**.

National Seminars:

1. Participated and presented a paper titled, **“Safety and Security Perceptions of Tourists’ Visiting Kashmir: An Empirical Assessment”** in a two-day National Seminar on **Service Orientation Approach to Create Superior Customer Value** organised by **Department of Commerce, University of Jammu, Jammu (19th-20th February, 2011)**.
2. Participated and presented a paper titled, **“Quality of Medical Services in Government Hospitals: A Comparative Analysis”** (co-authored with M.Y. Malik) in a two-day National Seminar on **Emergence of Service Sector – Led Growth: Myth or Reality** organised by the

College of Management, Shri Mata Vaishno Devi University, Jammu (6th-7th January 2007).

3. Participated and presented a paper titled, “**Service Quality: A Dimension-Specific Assessment of SERVPERF in Educational Institutional Libraries**” in a two-day National Seminar on **Challenges and Issues in the Services Marketing** organised by the Department of Business & Financial Studies, University of Jammu (6th-7th March 2006).
4. Participated and presented a paper titled, “**Service Quality Perceptions in Banks: A Comparative Analysis**” in a two-day National Seminar on **Indian Business: Preparing For the Future** organised by the University School of Management, Punjabi University, Guru Kashi Campus, Talwandi Sabo. (13th-14th March 2004)
5. Participated and presented a paper titled, “**Service Quality in Banks**” in one day seminar on “**Emerging Trends in Banking Industry**” organised by the **Indian Institute of Bankers** in collaboration with J&K Bank, Srinagar. (26th of April, 2003).

Invited Lectures:

1. Delivered an invited lecture on “Service Quality and Student Satisfaction in Higher Educational Institutions: A Study of University of Kashmir” organized by UGC-Human Resource Development Centre, University of Kashmir, Srinagar to the participants of 68th General Orientation Course (16/05/2015).

Supervision:

1. Eleven (11) Ph.D. Degrees, under my supervision, have been awarded by the University of Kashmir on the following topic:
 1. Impact of E-Service Quality on Customer Satisfaction and Repurchase Intention of Consumer Products in J&K State: Testing the Moderating Role of Perceived Value (F (Ph.D/Commerce/Sec/KU/2024) dated: 06-06-2024).
 2. Impact of Social Media Usage on Purchase Intention of Generation Y in Jammu and Kashmir: Testing the Mediating Role of Electronic -Word -of – Mouth (F (Ph.D/Commerce/Sec/KU/2024) dated: 07-06-2024).
 3. Relationship Marketing Practices and Customer Loyalty in Banks: Testing the Mediating Role of Perceived Switching Costs (F(Ph.D/commercc/Sec/KU/2023) dated 03-11-2023).
 4. Impact of Product Quality on Customer Loyalty: Testing the Mediating Role of Customer Satisfaction with Reference to Consumer Durables in Jammu and Kashmir (F(Ph.D/commercc/Sec/KU/2023) dated 11-09-2023).
 5. Service Quality as an Antecedent of Corporate Image and Customer Loyalty: An Empirical Investigation, (F(Ph.D-Com)Sec/KU/23 dated 16-06-2023).
 6. Tourism Development and its Impacts upon Resident’s Quality of Life: An Empirical Assessment of Kashmir Valley, (F (Ph.D.-Commerce)Sec/KU/2019), October 17th, 2019).
 7. Impact of Service Quality on Customer Satisfaction and Repurchase Intentions of Hotel Industry in Northern India, (F (Ph.D.-Commerce)Sec/KU/2018), September, 08th, 2018).
 8. Tourism Service Quality, Satisfaction and Behavioural Intentions: An Empirical

- Study (F (Ph.D.-Commerce)Sec/KU/2015), April 18th, 2016).
9. Impact of Technology on Relationship Marketing and Bank Performance in India (F (Ph.D.-Commerce)Sec/KU/2015), January 17th, 2015).
 10. Service Quality and Shareholders Value in Select Commercial Banks of India (F (Ph.D.-Commerce)Sec/KU/2014), August 09th, 2014).
 11. Customer Care in Public and Private Hospitals in Jammu & Kashmir State (F (Ph.D.-Commerce)Sec/KU/08), April 29th, 2008).
2. Three M.Phil. Degrees, under my supervision, have been awarded by the University of Kashmir on the following topic:-
 1. Service Quality and Student Satisfaction at Higher Learning Institutions: A Study of University of Kashmir (F (M. Phil.-Commerce)Sec/KU/15), September 18, 2015).
 2. Impact of Service Quality on Customer Satisfaction and Loyalty in Cellular Service Companies in Kashmir Valley (F (M. Phil.-Commerce)Sec/KU/15), July 09, 2015).
 3. Customer Satisfaction and Loyalty in the Hotel Industry of Kashmir (F (M. Phil.-Commerce)Sec/KU/13), October 30, 2013).
 3. Currently Seven Ph. D. scholars are working under my supervision on following topics: -
 1. Impact of Customer Relationship Management on Customer Loyalty and Financial Performance in Insurance Industry in India.
 2. Corporate Image as an Antecedent of Service Quality and Customer Loyalty: An Empirical Investigation.
 3. Testing Employee and Customer Satisfaction in the Formation of Consumer Behavioural Intentions in Select Private Sector Banks of India.
 4. An Assessment of Consumer Repurchase Intentions in Automobile Industry with Special Reference to light Motor Vehicles in Kashmir Valley
 5. Relationship Marketing and its Impact on Patient Satisfaction and Loyalty: A Study of Private Health Care Sector in Kashmir
 6. Tourism Development and its Impacts upon Residents' Quality of Life: An Empirical Assessment of Kashmir Valley
 7. Antecedents of Business Performance: A Study of Market Orientation and Customer Satisfaction in Services Sector of J&K State

Evaluation:

1. Evaluated two Ph. D. thesis of Delhi University on the following topics: -
 1. Consumer Attitudes Towards Marketing: An Empirical Investigation
 2. Consumer Ethnocentrism, Its Antecedents and Behavioural Consequences: A Study of Indian Consumers
2. Evaluated three National Level Studies conducted by VOICE SOCIETY

1. Assessment of Quality of Banking Services in India” (03/04/2006).
2. Assessment of Quality of Banking Services in India (02/12/2011).
3. Assessment of Quality of Automobile (passenger cars) Services (04/10/2013).

Invited Lectures:

1. Delivered a lecture to the participants of 68th General Orientation Course on 02-06- 2015 on a topic entitled, **“Service Quality & Student Satisfaction in Higher Educational Institutions: A Study of University of Kashmir organized by UGC- Human Resource Development Centre, University of Kashmir, Srinagar.**