

Curriculum Vitae

Prof. (Dr.) Mushtaq Ahmad Darzi
*Professor, Department of Management Studies, &
Dean, School of Business Studies
University of Kashmir
Hazratbal, Srinagar-190006*

CARREER OBJECTIVE:

Strive for Achieving an Excellence in Teaching, Research and Administration.

PERSONAL:

Age: Born on May 07, 1962

Marital Status: Married.

ADDRESSES:

Correspondence Address: Professor, Department of Management Studies,
University of Kashmir, Hazratbal, Srinagar,
190006. J & K

Organizational/Official email: mushtaqbs@uok.edu.in

Alternate email: mushtaqad62@yahoo.co.in

Phone: Mobile: 9419089086; 7006143007

PROFESSIONAL QUALIFICATION:

June 1996 to April 1997: Faculty Development Programme in Management
Indian Institute of Management, Ahmedabad

ACADEMIC QUALIFICATION: *The University of Kashmir*

2002	Ph.D in Management, Thesis on “A Critical Study of Project Appraisal Practices Followed by Development Banks of J&K”
1988	M.Phil. Dissertation on, “An Analysis into the Working of Industrial Estates in District Baramulla (J&K)”
1984	M.Com.

DISTINCTIONS:

- First Class First Position in FDPM (1996-1997), Indian Institute of Management, Ahmedabad
- First Class Second Position in M.Com (1983-84), University of Kashmir.

TEACHING EXPERIENCE:

Jan 1, 2009 ... Present	Professor, Department of Management Studies, University of Kashmir, Srinagar.
Dec 28, 2002...Dec31,2008	Associate Professor, Department of Management Studies, University of Kashmir, Srinagar.
Aug 6, 1992...Dec 27, 2002	Assistant Professor (Sr. Scale)/ Lecturer, Department of Management Studies, University of Kashmir, Srinagar.
June...August 1987	Lecturer in Commerce, Govt. Degree College, Sopore.
March 1986....Jan. 1987	Lecturer in Commerce, Govt. College for Women, Nawakadal, Srinagar.

POSITIONS HELD:

May 2024 ... Continuing	Dean, School of Business Studies, University of Kashmir
May 2024 ... July 2024	Head, Department of Economics, University of Kashmir
Febr 2021 ...April 2024	Director, UGC-Malaviya Mission Teacher Training Centre (formerly UGC-Human Resource Development Centre), University of Kashmir
May 2017....May 2020	Head, Department of Management Studies, University of Kashmir
July 2018....August 2020	Coordinator SAAP, Department of Management Studies, University of Kashmir
June 2008.... August 2017	Coordinator, Academics & Examinations, Department of Management Studies, University of Kashmir
March 2012... March 2016	Liaison Officer/Coordinator (Management Programmes) Directorate of Distance Education, University of Kashmir
Jan 2014...Dec 2016	Joint Director (Seminars) Indian Institute of Public Administration, J & K Regional Branch
May 2011March 2014	Associate Dean Students Welfare, University of Kashmir
Nov 2008...April 2009	Dy. Project Director, Evaluation Centre, University of Kashmir
Mar16, 2007..May15, 2008	Regional Director, IGNOU Regional Centre, Srinagar (On Deputation from University of Kashmir)
Mar 7, 2005...Mar15, 2007	Warden, Ghani Kashmiri Research Scholars Hostel / Moulana Anwar Shah Hostel, University of Kashmir
Aug 4, 1987...Aug 6, 1992	Assistant Manager, J&K State Industrial Development Corporation Ltd. Job Functions: Project Appraisal, Disbursement and Recovery.

RESEARCH PROJECTS UNDERTAKEN:

<i>S. No</i>	<i>Research Project</i>	<i>Sponsored/ Funding Agency</i>	<i>Year</i>	<i>Status</i>
1	Service Quality Management in Community Health Centres in Jammu and Kashmir- Issues and Strategies	Rashtriya Uchchatar Shiksha Abhiyan (RUSA)	2020	Under Process
2	Mid Term Appraisal of XIth Five Year Plan {Health, Minorities, Women and Children, Handloom and Artisans }	NITI Aayog (Formerly Planning Commission) & Supported by UNFPA, UNICEF & UNIFEM	2009	Completed
3	India Fact file on ODL System pertaining to Jammu & Kashmir	Distance Education Council, IGNOU	2008	Completed
4	State Development Report for Jammu & Kashmir {2002 }	NITI Aayog (Formerly Planning Commission), Govt. of India	2002	Completed
5	Credit Appraisal Techniques for Industrial Projects by Commercial Banks- with special reference to Financial Appraisal	Indian Institute of Management, Ahmedabad	1996-97	Completed
6	Financial Analysis of Commercial Banks – A Comparative study of Private Sector Banks	Indian Institute of Management, Ahmedabad	1996-97	Completed

CONSULTANCY ASSIGNMENTS

- 2022 Nodal Officer cum Principal Investigator for Conduct of Third Party Physical Verification of Business Units Sponsored by Khadi & Village Industries Board (KVIB) under Jammu & Kashmir Rural Employment Generation Programme (JKREGP) {Total cost ₹ 4,64,070}

LIST OF RESEARCH PUBLICATIONS

<i>S. No</i>	<i>Title of Research Paper</i>	<i>Name of Journal</i>	<i>ISSN</i>	<i>Volume (No)</i>	<i>Year of Publication</i>
01.	Financial risk propensity and investment decisions: An empirical analysis using behavioural biases	IIMB Management Review Elsevier Publication	ISSN: 2212-4446	Online first June 2024	2024
02.	How true is the truth? A study of the factors affecting honest response behaviour of patients in hospital settings	Rajagiri Management Journal Emerald Publication	ISSN: 0972-9968	Vol. 18 (2)	2024
03	Macroeconomic State Variables and Stock Market Performance: A Systematic Review and Future Research Agenda	FIIB Business Review SAGE Publication	ISSN: 2319-7145	Vol.. 13 {2}	2024
04	Service quality in the healthcare sector: a systematic review and meta-analysis	LBS Journal of Management & Research, Emerald Publication	ISSN: 0972-8031	Vol. 21 (1)	2023
05	Adoption of Mobile Health Applications Based On UTAUT2: A Study of North-Indian States	<i>International Journal for Multidisciplinary Research (IJFMR)</i> ,	{ISSN: 2582-2160}	Vol. 5 (5)	2023
06	Exploring the Landscape of Corporate Social Responsibility Disclosure: A Review of the Literature	<i>RVIM Journal of Management Research</i>	ISSN: 0974-6722	Vol. 15 (2)	2023
07.	Materialism as Barrier to Green Purchase Intention: Exploring Through the Lenses of an Extended Theory of Planned Behavior	<i>South Asian Journal of Management</i>	ISSN: 0971-5428	30 (4)	2023

08.	Women Executives in Kashmir: Breaking the Glass Ceiling	<i>Journal of the Asiatic Society of Mumbai,</i>	ISSN: 0974-6722	Vol. 97 (5)	2023
09.	Unveiling the Interplay of Financial Literacy and Financial Tolerance: Impact on Retirement Planning Activity among Employees Under Defined Contribution System	<i>RVIM Journal of Management Research</i>	ISSN: 0974-6722	Vol. 15 (2)	2023
10.	The Relationship of Emotional Intelligence with Personality: A Systematic Review	SCMS Journal of Indian Management	ISSN: 0973-3167	Vol. XX (1)	2023
11.	Macroeconomic Variables and Stock Market Performance: A PMG/ARDL Approach for BRICS	Macroeconomics and Finance in Emerging Market Economies, Taylor & Francis Publication	ISSN: 17520843, 17520851	Vol. 16 (2)	2023
12	Occupational stress and coping strategies of library and information science professionals in Jammu and Kashmir, India	The Journal of Academic Librarianship, Elsevier Publication	ISSN:0099-1333	Vol. 49 (5)	2023
13	Analyzing the online public sentiments related to Russia-Ukraine war over Twitter	<u>Global Knowledge, Memory and Communication,</u> Emerald Publication	ISSN: 2514-9342	Vol. 72	2023
14.	Impact of COVID-19 Lockdown on Income of Apple Growers in Kashmir: An Empirical Analysis	Asian Journal of Economics, Business and Accounting	ISSN: 2456-639X	Vol. 23 (18)	2023
15.	Mapping the Research Landscape of Organic Food: A Bibliometric Analysis	International Journal of Research & Analytical Review	ISSN: 2349-5138	Vol. 10 (3)	2023

16.	Understanding the Impact of Situational Factors on Green Purchase Intention in Retailing: A Study of Young Consumers	Asian Journal of Economics, Business and Accounting	ISSN: 0975-3915	Vol. 22 (23)	2022
17.	Compulsive Buying Behaviour among Young – Unveiling Reasons	Global Journal of Business and Management Research	ISSN 2347-7814	Vol. 7{1}	2022
18.	Shopping Behaviour of Women Consumers in Online Context	Sankhya International Journal of Management & Technology	ISSN 0975-3915	Vol. 8{1}	2022
19.	Investigating the Service Quality Gap in Community Health Centres and its impact on Patient Satisfaction	M-Infinite Journal of Management	ISSN 0973-7197	Vol. 17 {1}	2022
20.	Impact of demographic variables on occupational stress among female bank employees	<i>International Journal of Research in Human Resource Management</i>	ISSN: 2663-3213	Vol. 4(1)	2022
21.	Work Life Balance: An empirical Study of Female Nurses in Kashmir	International Journal of Applied Research	ISSN 2394-7500	Vol. 8 {6}	2022
22.	Determining the Influence of Private Labels on Sales of National Brands: A Qualitative Approach	FIIB Business Review SAGE Publication	ISSN: 2319-7145	Vol. 10 {2}	2021
23.	Online Service Quality Determinants and E-trust in Internet Shopping: A Psychometric Approach	VIKALPA – The Journal for Decision Makers {SAGE Publication}	ISSN: 0256-0909	Vol. 45 {4}	2020
24.	Financial Inclusion and Digital Finance	SANKALPA: Journal of Management & Research	ISSN: 2231-1904	Vol. 9{2}	2019

25.	Exploring the Influence of Consumer Demographics on Online Purchase Benefits	FIIB Business Review	ISSN: 2319-7145	Vol. 8 {4}	2019
26.	Understanding Social Marketing and Well-being: A Review of Selective Databases	VIKALPA – The Journal for Decision Makers {SAGE Publication}	ISSN: 0256-0909	Vol. 44 {2}	2019
27.	A Study on Risk Management with reference to Ashok Leyland	International Journal of Management, Technology and Engineering	ISSN: 2249-7455	Vol. IX, {VI}	2019
28.	Effect of Weather Changes on the Credit Risk in Agricultural Microfinance: An Indian Perspective	Productivity	ISSN: 0032-9924	Vol. 59 {4}	2019
29.	Service, People and customer Orientation: A Capability View to CRM and Sustainable Competitive Advantage	Vision – The Journal of Business Perspective {SAGE Publication}	ISSN: 0972-2629	Vol. 22 {2}	2018
30.	Antecedents of Customer Loyalty in Banking Sector: A Mediation Study	VIKALPA – The Journal for Decision Makers {SAGE Publication}	ISSN: 0256-0909	Vol. 43 {2}	2018
31.	Impact of Basel-III Implementation on Profitability of Banks	International Journal of Commerce and Management Research	ISSN: 2455-1627	Vol 4 {5}	2018
32.	Relationship between Employee Engagement and Innovative Behavior at Workplace: An empirical study	Global Journal of Business and Management Research	ISSN: 2347-7814	Vol 5 {1}	2018

33.	Gender and Work Engagement: A Study of Academic Staff in Higher Education	M – Infinite Journal of Management	ISSN: 0973-7197	Vol 12 {2}	2018
34.	Antecedents of Tourist Loyalty to Tourist Destinations: A Mediated-Moderation Study	International Journal of Tourism Cities {Emerald Publication}	ISSN: 2056-5607	Vol. 4 {2}	2018
35.	Personnel Capability and Customer satisfaction as predictors of Customer Retention in the Banking Sector: A Mediated-Moderation Study	International Journal of Bank Marketing {Emerald Publication}	ISSN: 0265-2323	Vol. 36 {4}	2018
36.	Retirement Savings and Financial Literacy	The Business Review	ISSN: 0972-8384	Vol. 22 {2}	2017
37.	Social marketing towards Improving social well being: A Review	Sankhya International Journal of Management and Technology	ISSN 0975-3915	Vol 6 {1}	2017
38.	Financial Literacy and Investment Behaviour of Salaried Individuals in Kashmir	Sankhya International Journal of Management and Technology	ISSN 0975-3915	Vol 6 {1}	2017
39.	Kashmir Pashmina – A Journey of Standardization through Geographical Indication	International Journal of Applied Research	ISSN: 2394-7500	Vol 3 {5}	2017
40.	Impact of Credit Risk Management on Performance of banks	International Journal of Commerce and Management Research	ISSN: 2455-1627	Vol. 3{3}	2017
41.	Information Technology and Sustainable Development: A Review	SANKALPA: Journal of Management & Research	ISSN: 2231-1904	Vol. 7{1}	2017

42.	Social Marketing as a Tool to Enhance Social Well-Being: A Review	The Business Review	ISSN: 0972-8384	Vol. 21 {1}	2017
43.	Sustainable Perspectives & Prognoses of 720 Degree Appraisal – A Farther Zenith Beyond 360 Degree Feedback	The Business Review	ISSN: 0972-8384	Vol. 21 {2}	2017
44.	Empowering Women : Fostering Entrepreneurship	NICM Bulletin-The Journal of Management and Co-operation	ISSN: 2249-2275	Vol 13 {1}	2016
45.	Determining the Role of Employees perception towards CRM practices and customer retention	Pacific Business Review International	ISSN: 0974-438X	Vol. 1 (3)	2016
46.	Exploring the Role of Microfinance in Entrepreneurship and Socio-economic Development	Journal of Agricultural Development and Policy	ISSN: 0974-9071	Vol 26{1}	2016
47.	Customer Relationship Management: An Approach to Competitive Advantage in the Banking Sector by Exploring the Meditational Role of Loyalty	International Journal of Bank Marketing {Emerald Publication}	ISSN: 0265-2323	Vol. 34 {3}	2016
48.	Women in Income Generating Activities: Satisfaction and Work Family Conflict	International Journal of Scientific Research	ISSN: 2277-8179	Vol. 5 {1}	2016
49.	Entrepreneurial Trait Analysis of Women Entrepreneurs in Kashmir	International Journal of Humanities & Social Science Research	ISSN: 2455-2070	Vol. 2{3}	2016

50.	Customer satisfaction - A Study of J & K Bank	International Journal of Commerce & Management Research	ISSN: 2455-1627	Vol. 2{3}	2016
51.	An Empirical Study of Customer Perception towards CRM Capabilities and Demographic Variables in Banking Sector	SANKALPA: Journal of Management & Research	ISSN: 2231-1904	Vol. 6{1}	2016
52.	Scenario of Women Entrepreneurship in Kashmir	International Journal of Research in Computer Application & Management	ISSN: 2231-1009	Vol. 6{1}	2016
53.	Go Green with Green Human Resource Management Practices	International Journal of Research in Commerce & Management	ISSN: 0976-2183	Vol. 7{1}	2016
54.	Managing Talent for Competitive Advantage	International Journal of Applied Research	ISSN: 2394-5869	Vol. 2{2}	2016
55.	Knowledge Management in Higher Education through Internationalization	The Business Review	ISSN: 0972-8384	Vol. 19 {2}	2015
56.	Handicraft Sector of J & K: Opportunities, Challenges and Role of Women	NICM Bulletin- The Journal of Management and Co-operation	ISSN: 2249-2275	Vol 12 {4}	2015
57.	Job Stress and its Impact on Day to Day Life of Working Women	NICM Bulletin : The Journal of Management and Cooperation	ISSN: 2249-2275	Vol 12 {2}	2015
58.	Impact of Mother's Nature of Work on Personality Development of Pre-school Children	International Journal of Home Science	ISSN: 2395-7476	Vol. 1 {3}	2015
59.	Impact of Advertisement on Purchase Decision	International Journal of	ISSN: 2321-3434	Vol. 3 {2}	2015

	Making of Fast Foods	Research and Development			
60.	Working Conditions of Women in Kashmir	Nature and Science	ISSN: 1545-0740	Vol. 13 {9}	2015
61.	Micro-Finance as an instrument for Development: A Comprehensive Review and Process Model	Sankalpa: A Journal of Management and Research	ISSN: 2231-1904	Vol. 5 (2)	2015
62.	Exploring the Role of Gender on Customer Satisfaction: A Customer Relationship Perspective from Banking Sector	The Business Review	ISSN: 0972-8384	Vol. 18 {1}	2014
63.	Green Marketing: A Driver for Green Brand Equity and Sustainable Development	International Journal of Humanities & Social Studies	ISSN: 2321-9203	Vol. 2 {12}	2014
64.	Impact of Globalization on Women Education	International Journal of Research in Social Sciences	ISSN: 2249-2496	Vol. 4 {3}	2014
65.	Impact of Globalisation on Women Empowerment	Journal of Research, Extension and Development	ISSN: 2319-1899	Vol.2 {10}	2014
66.	Total Quality Management in Higher Education	Journal of Research, Extension and Development	ISSN: 2319-1899	Vol. 2(9)	2014
67.	Customer Relationship Management: A Review of Indian Banking Sector	The Business Review	ISSN: 0972-8384	Vol. 17 {1&2}	2013
68.	Service Quality Perceptions: A Gap Analysis between Employees and Customers in Financial Sector	Insight Management Review	ISSN: 2271-5676	Vol. 4 {1}	2013

69.	SWOT Analysis of Eco-Labels and their Projection on Sustainability Spectrum: A Theoretical Evaluation of Destination India	Atna—Journal of Tourism Studies, Issue # 10	ISSN 0975-3281	Vol. 8 {2},	2013
70.	Factors Influencing Growth of Children	Journal of Research, Extension and Development	ISSN: 2319-1899	Vol. 1 {7}	2013
71.	Women in Livestock Management	Journal of Research, Extension and Development	ISSN: 2319-1899	Vol. 1 {5}	2013
72.	Evaluation of Estimated Financial Statements in Project Appraisal by Financial Institutions	The Business Review	ISSN: 0972-8384	Vol. 15 {2}	2010
73.	Motivational Factors Affecting Entrepreneurial Decision of Women in Kashmir: Critical Issues and Concerns	Human Behaviour – Journal of Applied Psychology	ISSN: 0975-6582	Vol. 5 {1}	2010
74.	Knowledge Management: Significance and Application in Indian Business Sector	Human Behaviour – Journal of Applied Psychology	ISSN: 0975-6582	Vol. 4 {1}	2009
75.	Total Quality Management in Hospital Nutrition Services with Special Reference to Patient Satisfaction	Oriental Science	ISSN: 0971-793X	Vol. 12 {1}	2007
76.	Evaluation of Management in Project Appraisal	The Business Review	ISSN: 0972-8384	Vol. 12 {1}	2006
77.	Assessment of Motor Development among Kashmiri Rural Pre-school Children	Insight – Journal of Applied Research in Education	ISSN 0975-0665	Vol. 12 {1}	2006
78.	Job Satisfaction among Teaching and	Insight – Journal of Applied	ISSN 0975-0665	Vol. 11 {1}	2005

	Non-Teaching Working Women	Research in Education			
79.	Strategy for Entrepreneurship Development	The Business Review	ISSN: 0972-8384	Vol. 11 {1}	2004
80	Budgetary Control as an Integrated Congruence of Management and Accounting Processes	The Business Review	ISSN: 0972-8384	Vol. 10 {2}	2004
81	Prevalence of Food Allergy Among Kashmiri Infants & Children	Journal of Medical Sciences	ISSN 0972-110X	Vol. 7 {2}	2004
82	J & K State Financial Corporation – Some Issues of Progress	The Business Review	ISSN: 0972-8384	Vol. 9 {1}	2002
83	Efficacy of Industrial Estates in Jammu & Kashmir	The Business Review	ISSN: 0972-8384	Vol. 8 {1&2},	2002
84	In Search of Indian Management	The Business Review	ISSN: 0972-8384	Vol. 7 {1&2}	2001
85	Means of Financing & Financial Analysis in Industrial Project Evaluation	The Business Review	ISSN: 0972-8384	Vol. 6 {1&2}	2000
86	Financial Appraisal of Industrial Projects by Commercial Banks - A case study	The Business Review	ISSN: 0972-8384	Vol. 5 {1&2}	1999
87	Banking in the Rural Development – A Study of J&K Cooperative Central Land Development Bank Ltd	The Business Review	ISSN: 0972-8384	Vol. 2 {1}	1996

LIST OF BOOK CHAPTERS

<i>S.No.</i>	<i>Book Chapter</i>	<i>Book Entitled</i>	<i>Published by</i>	<i>Year</i>	
01.	Internet of Things in Marketing:	Global Applications of the Internet of	IGI Global,	2023	ISBN: 13: 9781668481660

	Applications and Concerns	Things in Digital Marketing			
02.	Mapping Worldwide Research on Working Women from 1989-2019: A Scientometric Analysis	LSME Research Book 2021	London School of Management Education	2023	-
03.	Climate Change and Environmental Migration - Adapting to the Crisis	Migration - Global and Local Perspective	Dilpreet Publishing House, New Delhi	2021	ISBN: 978-93-89236-07-1
04.	Psychological Impact of Migration on Rohingya Refugees: A Review	Migration - Global and Local Perspective	Dilpreet Publishing House, New Delhi	2021	ISBN: 978-93-89236-1
05.	Phytopharmaceutical Marketing: A Case Study of USPs Used for Phytomedicine Promotion	Phytomedicine: A Treasury of Pharmaceutical Active Products from Plants	Elsevier Inc.	2021	ISBN: 978-0-12-824109-7
06.	Sustainable Business Model in B2C Online Retailing: An Indian Consumer Perspective	Technological Innovations for Sustainability and Business Growth	IGI Global;	2020	ISBN-10: 152259941X
07	Food Causing Food Allergy and Food Intolerances in Infants and Children	Science for Better Tomorrow	University of Kashmir	2008.	

STUDY MATERIAL WRITTEN:

Directorate of Distance Education The University of Kashmir

<i>S.No</i>	<i>Course</i>	<i>Course Title</i>
1	Post – Graduate Diploma in Business administration	Accounting & Finance for Managers
2	Post – Graduate Diploma in Business Entrepreneurship	Management of Small & Medium Enterprises
3	Post – Graduate Diploma in Tourism Management	Accounting & Finance for Tourism Managers

CASE STUDIES DEVELOPED:

M/S FDPMS Pens (p) Ltd. Theme: Financial Appraisal, Submitted to Indian Institute of Management, Ahmedabad

MEMBER EDITORIAL BOARD OF JOURNALS:

- Chief Editor, The Business Review, (ISSN: 0972-8384) Published by School of Business Studies, University of Kashmir {UGC Care List Journal}
- Editor/Associate Editor, The Business Review (ISSN: 0972-8384) Published by School of Business Studies, University of Kashmir {UGC Care List Journal}
- Member Editorial Board, SANKALPA - Journal of Management & Research (ISSN 2231-1904): Published by C. K. Shah Vijapurwala Institute of Management; Shri Mahavir Jaina Vadyalaya Campus, Vadodara
- Member Editorial Board, International Journal of Business & Management Science (ISSN 2208-2109): Engineer's Publication House, Haryana
- Member Editorial Board, American Journal of Management Science and Engineering (ISSN 2575-1379) Published by Science Publishing Group, New York, USA
- Member Editorial Board, EPH-International Journal of Business & Management Science (ISSN 2208-2109): Engineer's Publication House, Haryana
- Member Editorial Board, Amity Journal of Strategic Management (ISSN: 2457-0036): Published by Amity School of Business, Amity University, Noida
- Member Editorial Board, International Journal of Multidisciplinary on Science and Management, Golden Sun-Rise Publication.

VISITING FACULTY

- Gujarat Forensic Sciences University, Gandhinagar Gujarat
- Gujarat Technological University, Gujarat
- Sai Ram Institute of Management & Technology, Chennai
- Gujarat University, Ahmedabad, Gujarat
- Indira Gandhi National Open University.
- Neville Wadia Institute of Management Studies & Research, Pune
- National Institute of Cooperative Management, Gandhinagar, Gujarat
- Amity University, Noida, UP
- Punjab University, Chandigarh
- Babasaheb Bhimrao Ambedkar University (BBAU), Lucknow, Uttar Pradesh
- Institute of Management & Public Administration, Srinagar.
- Accounts Training College, Govt. of J & K,

- Entrepreneurship Development Institute, Sempora, Pampore.
- Islamic University of Science and Technology, Kashmir
- Entrepreneurship Development Centre, University of Kashmir
- Central University of Kashmir.
- UGC-Malaviya Techer Training Centre, University of Kashmir
- Govt. College for Women, M A Road Srinagar
- State Institute of Education, J & K Govt
- Higher Education Department, J & K Govt
- Craft Development Institute, J & K Govt
- National Institute of Fashion Technology, Budgam

RESOURCE PERSON/CHAIR TECHNICAL SESSIONS:

1. Chair Technical Session in National Seminar on “Localization of Sustainable Development Goals: A Roadmap” Organized by Institute of Home Science, University of Kashmir, dated March 26-27, 2024
2. Chair Technical Session on the theme ‘Reinventing Business Management and Changing Global Business Management’ in International Conference on “Innovation and Sustainability in Business Development” organized by International Centre for Cross Cultural Research and Human Resource Management, University of Jammu and School of Business and Management, The University of the South Pacific, Fiji, February 22-24, 2024
3. Chair Technical Session on the theme ‘Understanding NEP 2020 and its Implications’ in National Conference on National Education Policy – 2020 and Higher Education: Implementation, Accomplishment and Road Ahead Organized by NEP Cell, University of Kashmir dated 22nd to 23rd November 2023.
4. Chair Technical Session in XXXIX IATLIS National Conference on Restructuring LIS Education in India in tune with the NEP 2020, organized by Department of Library & Information Science and NEP cell University of Kashmir in collaboration with Indian Association of Teacher of LIS, IATLIS dated November 16-17, 2023
5. Chair Technical Session in National Seminar on “Relevance of the Vedas in the Modern Context” organized by Department of Sanskrit, University of Kashmir in collaboration with Maharshi Sandipani Vedavidya Pratishtan, Ujjain (MP) under Ministry of Education, Govt of India dated 6-8 November, 2023
6. Chair Technical Session in one week short term course for Training of Teachers on Indian Knowledge System (IKS) organized by Malaviya Mission Teacher Training Centre, University of Kashmir in collaboration with Indian Knowledge Systems (IKS) Division, Ministry of Education, New Delhi from 11th to 16th September, 2023

7. Chair Technical Session on International Conference on “Recent Advances in Business, Management & Data Analytics (ICBMDA)” organized by Department of Management Studies, University of Kashmir, dated 15-16 March 2023
8. Chair Technical Session in National Seminar on Total Quality Management: Improving Cost, Quality and Lives, organized by Directorate of Internal Quality Assurance and Department of Management Studies University of Kashmir, November 7, 2022
9. Chair Technical Session on National Seminar on Rights of Differently Abled Women organized by Institute of Home Science, University of Kashmir and National Commission for Women New Delhi, October 11-12, 2022
10. Chair Technical Session on theme “Trending Research Dimensions” in two days National Seminar on Changing Dimensions of Scholarly Communication and Role of Libraries to Attain Inclusive Knowledge Society organized by Department of Library & Information Science, University of Kashmir, September 6-7, 2022
11. Chair Technical Session on theme “Online Scholarly Systems” in National Seminar on Changing Dimensions of Scholarly Communication and Role of Libraries to Attain Inclusive Knowledge Society organized by Department of Library & Information Science, University of Kashmir, September 6-7, 2022
12. Chair Technical Session in Conference on "Changing Patterns of Migration – Challenges and Integration in the Times of Crisis", organized by Department of Geography & Disaster Management, University of Kashmir, dated October 5, 2021.
13. Chair Technical Session in National Conference on “Migration: Global and Local Perspective”, Organized by The Department of Management Studies University of Kashmir, March 11, 2020.
14. Chair Technical Session in 10th International Online Conference on Impact of Covid-19 on Local and Global Economy & Recovery Strategies organized by Sairam Institute of Technology, Tambaram, Chennai dated 16-17 June, 2020
15. Chair Technical Session in 8th International Conference on Innovation, Entrepreneurship and Economy for Sustainable Development dated October 10-11, 2018
16. Chair Technical Session at “1st International Conference on Recent Developments in Science, Humanities & Management-2018” Organized by Amar Singh College, Cluster University Srinagar, April 17-18, 2018.
17. Chairperson at “13th Session of Jammu and Kashmir Science Congress (JKSC-2018)” Organized by University of Kashmir & J & K State Science, Technology and Innovation Council, April 2-4, 2018.
18. Area Coordinator of “Management and Information Science & Science, History and Society” and member of Technical Committee at “13th Session of Jammu and Kashmir Science Congress (JKSC-2018)” Organized by University of Kashmir & J & K State Science, Technology and Innovation Council, April 2-4, 2018.
19. Chair Technical session on “Accounting & Finance” at two days National level Seminar on “Paradigm Shift in Business Education” Organized by The Islamia College of Science & Commerce, March 27-28, 2018.

20. Chair Technical Session at 5th International Conference on “Sustainable Destination Excellence: Transforming Social Communities through Tourism Entrepreneurship” Organized by School of Hospitality & Tourism Management, University of Jammu, February 23-24, 2018.
21. Chair Technical Session and Resource Person for Technical session I (Track II) themed as “Sustainability of Tourism: An Effort to Reanimate Tourism in Conflict Situations” Organized by Central University of Kashmir, September 8-9, 2017.
22. Resource Person at “Facebook: P2P Global Digital Challenge” Organized by Edventure Partners, USA in Collaboration with Facebook at University of Kashmir, January-June, 2017.
23. Chair Technical session at World Business Summit INBUSH ERA 2017 theme “Financial Management”, Organized by Amity University Uttar Pradesh, February 8-10, 2017.
24. Chair Technical Session at ICSSR Sponsored National Seminar on “Growth and Development in North Western Region: Issues and Perspectives” Organized by Department of Economics, University of Kashmir, March 16-17, 2016.
25. Chair Technical session on Gender Perspectives in Sustainable Development at “International Conference on Sustainable Development and Technological Innovation” Organized by Islamic University of Science & Technology, Awantipora J & K, December 23-24, 2015.
26. Chair Technical session at “ 6th International Conference on “Banking, Finance, Business & Technology for Sustaining Economic Development in Global Market”, organized by Sai Ram Institute of Management studies Chennai, October 9-10, 2015.
27. Resource Person at National Level Workshop on “The Art of Case Analysis and Methods for B-School Faculty” organized by Sai Ram Institute of Management Studies, Tambaram Chennai, August 1, 2015.
28. Co-Chair at Technical Session III –Accounting & Finance at International Conference on “Contemporary Issues in Business, Management & Finance” Organized by Department of Business & Financial Studies, University of Kashmir, September 28-29, 2013.

**CONFERENCES/ SEMINARS/ WORKSHOPS ATTENDED
WITH PAPER PRESENTATION:**

1. International Conference on “Innovation and Sustainability in Business Development” organized by International Centre for Cross Cultural Research and Human Resource Management, University of Jammu and School of Business and Management, The University of the South Pacific, Fiji, February 22-24, 2024.

Paper Presented:

You are what you Eat: Unveiling the Role of Consumer Psychographics in Shaping Intention towards Organic Food Choice.

2. International Conference on “Recent Advances in Business, Management & Data Analytics (ICBMDA)” organized by Department of Management Studies, University of Kashmir, dated 15-16 March, 2023.

Paper Presented:

Kani Shawl and its Registration Under Geographical Indications (GI) of Goods Act of India

An Evaluation of the Cognitive Effectiveness of Consumers through the use of Social Media Marketing

Consumer Intension and Behaviour Towards Organic Food: Exploring the Moderating Role of Willingness to Pay Premium

Service Quality Gap and Hospital Performance in Public Healthcare Centres.

3. National Seminar on Total Quality Management: Improving Cost, Quality and Lives” organized by Directorate of Internal Quality Assurance and Department of Management Studies University of Kashmir, dated November 07, 2022.

Paper presented:

Antecedents and Outcomes of Patient Satisfaction in Public Hospitals of J & K: A Mediation Study.

Assessing the impact of TQM on Students and Faculty Involvement, Service Quality & Loyalty in B School: A Comparative Study

4. International Seminar on Accounting, Finance and Business Management (ISAFBM’ 2022) Organized by Department of Business Administration, Assam University Silchar dated September 27, 2022.

Paper presented: Online Buying Behaviour of Women Consumers”

5. Conference on "Changing Dimensions of Scholarly Communication and Role of Libraries to Attain Inclusive Knowledge Society", dated 6-7 September 2022 , organized by Department of :Library & Information Science, University of Kashmir.

Paper presented: Influencers of Response Behaviour of Patients in a Hospital Environment: A Qualitative Study of Public Hospitals.

6. International Conference on “Sustainable Development and Technological Innovation” Organized by Islamic University of Science & Technology, dated 22-23 March 2022.

Paper Presented: India and Sustainable Development Goals: An Analysis.

7. International Conference on Contemporary Business Trends organized by Department of Humanities, Social Sciences and Management NIT Srinagar, dated January 16-17, 2021. Paper Presented: Retirement Savings Among Youth.

8. Conference on “Migration: Global and Local Perspective”, organized by University of Kashmir, dated 11th March 2020.

Paper Presented: Climate Change and Environmental Migration Adapting to the Crisis

9. Conference on “Business & Management in the 21st century - Issues & Challenges”, Organized by The Islamia College of Science & Commerce, Srinagar, June 12-13, 2019.

Paper presented: Digital Finance and Financial Inclusion.

10. Seminar on “Balance for Better” Organized by Centre for Women’s Studies and Research, University of Kashmir on 18th March 2019.

- Paper Presented: Development of Women Entrepreneurship in J & K.
11. 6th International Conference on Innovation, Entrepreneurship and Economy for Sustainable Development by Sai Ram Institute of Management Studies, West Tambaram, Chennai on 10th & 11th October 2018.
- Papers Presented:
- Relationship Between Employee Engagement and Innovation Behaviour at Workplace: An Empirical Study
- Entrepreneurial Opportunities & Support Services – A case Study of Jammu & Kashmir Entrepreneurial Development Institute.
12. AIMS Regional Conference on Management Practices for Sustainable Development – Organized by Sai Ram Institute of Management Studies, West Tambaram, Chennai on 5th May 2018.
- Paper Presented: Gender and Work Engagement: A Study of Academic Staff in Higher education.
13. Resource Person & Member of Organizing Committee at Sector Specific Workshop on “Vocational Education” Organized by Directorate of Rashtriya Madhyamik Shiksha Abhiyan J & K and University of Kashmir, March 12-16, 2018
- Sessions delivered: Marketing of Agricultural Products
Entrepreneurship Opportunities in Retail Sector
Role of Financial Institutions in setting Retail Business
14. Fifth International Conference on Sustainable Destination Excellence organized by School of Hospitality & Tourism Management, University of Jammu, dated February 23-24, 2018.
- Paper presented: Study of Re-engineering Practices in Tourism Industry.
15. Resource Person & member of Organizing Committee at Sector Specific Workshop on “Vocational Education” Organized by Directorate of Rashtriya Madhyamik Shiksha Abhiyan J & K and University of Kashmir, October 24-28, 2017.
- Paper presented:
- i. Entrepreneurship Opportunities in Retail Sector
 - ii. Role of Entrepreneurship Development Institutions in Entrepreneurship
16. International Conference on Tourism – 2017 Organized by Central University of Kashmir at Leh, Ladakh J & K in collaboration with ITHC & CIBS on September 8-9, 2017.
- Papers presented:
- Antecedents of Tourist Loyalty to Tourist Destinations in Jammu & Kashmir : A Psychometric Approach.
- Re-imagining Tourism in Kashmir: Translating Cultural inimitability into a Comparative Advantage
17. 17th International Business Horizon INBUSH ERA World Summit 2017 Organized by Amity University U P in Association with The University of Northampton on February 8-10, 2017.

- Papers presented: Personnel Capability and Customer Satisfaction as Predictors of Customer Retention: A Mediated-Moderation Study. (Awarded Best Paper Presentation).
- Credit Risk Management Parameters as Antecedents to Bank Efficiency – A Case Study of HDFC Bank.
18. National seminar on Growth & Development in North Western Region: Issues & Perspectives. Organized by Department of Economics, University of Kashmir on March 16-17, 2016.
- Paper Presented: Role of Micro, Small and Medium Enterprises in Economic Resurgence of J & K- An Analytical Review.
19. Workshop organized by Gujarat Technological University, Ahmedabad Gujarat, 3rd March 2016.
- Paper presented: Inclusive Banking: A Factor for Sustainable Development.
20. International Conference on Contemporary Building Strategies in Business and Technology for Sustainable Development. Organized by Sri Ganesh School of Business Management Salem, on 19-02-2016.
- Paper Presented: CRM Capability and Sustaining of Competitive Advantage.
21. International Conference on Sustainable Development and Technological Innovation. Organized by Islamic University of Science & Technology, from 23-24 December, 2015. Paper Presented: Indian Banks towards Sustainable Development
22. National Level Conference on “Commerce & Management Education under New Education Policy”. Organized by Islamia College of Science & Commerce, Srinagar on 09-10 December 2015.
- Paper Presented: Knowledge Management in Higher Education through Internationalization.
23. Sixth International conference on “Banking, Finance, Business & Technology for Sustainable Development in Global Market (IBFBT-2015) on 9-10th October 2015.
- Paper presented: “Inclusive Banking: A Factor for Sustainable Development”. Awarded best paper presentation.
24. National seminar on Higher Education Organized by Directorate of Distance Education University of Kashmir, March 18-19, 2014.
- Paper presented: Towards Quality Management in Higher Education.
25. Seminar on “Emerging Dimensions of Accounting and Finance”, Organized by Indian Accounting Association – J & K Chapter and G M College Srinagar, November 04, 2009.
- Paper Presented Assessment of Projected Financial Statements in Project Appraisal by Development Banks.
26. Seminar on “Health & Nutrition Education” Organized by University of Kashmir, March 7-8, 2007.
- Paper Presented: Lactose Intolerance.
27. Seminar on “Rural Employment Generation Programme” Organized by Khadi & Village Industries Commission, Govt. of India & University of Kashmir, March 15, 2006.

Paper Presented: Employment Opportunities in J & K.

PARTICIPATION IN CONFERENCES/ SEMINARS/ WORKSHOPS:

1. Workshop on “NSS Exploration using R” organized by Department of Economics, University of Kashmir from June 26- July 2, 2024..
2. Workshop on Structural Equation Modelling using AMOS and SMART-PLS organized by Department of Management Studies, University of Kashmir from March 07-09, 2024.
3. Workshop on “Dissemination of Findings of the Short-term Empirical Research Project (Collaborative)” Organized by The Business School, University of Jammu, dated 24th February 2024.
4. NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission Organized by UGC – Malaviya Mission Teacher Training Centre, University of Kashmir, Srinagar from 1st to 15th January 2024.
5. Consultative meeting with Directors of HRDCs and Institutional Leaders on Modules on Student Diversity in Higher education, organized by Centre for Policy Research in Higher Education, National Institute of Educational Planning and Administration during September 5-6, 2023
6. Faculty Development Programme on New Age teaching Pedagogy – Commerce and Management, Organised by Presidency University, Bengaluru, dated 24-28 April 2023
7. National Education Policy 2020: Transformational Reforms in Higher Education, organized by Harial Institute of Management & Technology, Greater Noida, UP dated May 29, 2021
8. Academic Leadership Programme for Academicians – Role of Teachers in National Education Policy Organised by Bharatiya Shikshan Mandal & NITI Aayog and UGC-HRDC university of Delhi dated March 22, 2021.
9. Conference on “Online HR Tech Conference” organized by Neville Wadia Institute of Management Studies & Research, Pune, dated February 13-14, 2021
10. Webinar on COVID-19 Impact on Higher Education organized organized by Global Engineering Dean Council dated July 17, 2020
11. Webinar on Yoga for Harmony and Peace organized by St. Peter’s College of Engineering & Technology dated June 21, 2020
12. Significance of Aatma Nirbhar Bharat in Present Scenerio organized by Choithram College of Professional Studies dated June 20, 2020
13. Faculty Development Programme on Connecting Institute to Industry organized by Bangalore Institute of Management Studies dated June 20, 2020
14. Workshop on "Data Analysis through SPSS for Effective Research Productivity", organized by Guru Nanak Dev University, Amritsar, dated 18-06-2020

15. Two days Faculty Development Programme on Academic Enhancement in Digital Teaching and Learning organized by St. Peters College of Engineering and Technology , Chennai Dated June 11-12, 2020
16. Two days Webinar on Business Analytics – Way Forward Education and Industry organized by R V Institute of Management dated June 4-5, 2020
17. International Webinar on Revisiting the Idea of Teacher and Teaching in the Virtual Space Syn and Post Covid-19: Indigenous Narratives & Learning from Within organised by Doctor Harisingh Gour Vishwavidyalaya (A central University), Sagar, MP dated May 28-29, 2020
18. Seminar on "Research methodology - Defining and Redefining", organized by Neville Wadia Institute of Management Studies & Research, Pune, dated 28-04-2020
19. Two days National Conference on Entrepreneurship Development, organised by Govt. Degree College Bemina, dated September 14-15, 2015.
20. "Accountancy & Commerce Education Summit" Organized by Institute of Chartered Accountants of India on 19th January 2015 at India Habitat Centre, New Delhi.
21. International Conference on "Contemporary Issues in Business, Management & Finance (CIBMF-11, 2013)" Organized by Department of Business & Financial Studies University of Kashmir, September 28-29, 2013
22. Attended one week National Workshop on "Research Methodology" organized by The Business School University of Kashmir, August 7-13, 2012.
23. Workshop on "Professional Enrichment of Working Urdu Journalists" Organized by National Council for Promotion of Urdu Language New Delhi & University of Kashmir, July 07-14, 2012.
24. Two days' workshop on Cultural Challenges of International Marketing and Leadership, organized by The Business School, University of Kashmir, dated 23-24 August, 2011
25. Workshop on "Role of Education In Creating Project Mindset", Organized by International Project Management Association & University of Kashmir, June 18, 2011.
26. International Conference on "Interest free Institutional Mechanism (Banking, Finance & Insurance) for Promoting Investment" Organized by Institute of Objective Studies & University of Kashmir, June 3-5, 2011.
27. Workshop on "Advanced Computing for Statistics and Optimization using Software" Organized by Department of Statistics, University of Kashmir, October 22, 2008.
28. National Workshop on "Capacity Building of Faculty Working at ODL Institutions" Organized by Directorate of Distance Education, University of Kashmir, May 17-19, 2008.
29. National Workshop on "Self Instructional Material Development" Organized by IGNOU Regional Centre Patna, Oct. 25-27, 2007.
30. Workshop on "Self Learning Support in Distance & On-line Education Service" Organized by Centre of Distance Education, University of Kashmir, Sept. 18-20, 2006.
31. National Seminar on "Commerce Education in the Next Millennium" Organized by Department of Commerce, University of Kashmir, September 4-5, 2001

32. International workshop on “Marketing Challenges in Next Millennium” Sponsored by North American Society for Marketing in India (USA) 6-8 June 1999

INNOVATIVE ACADEMIC PROGRAMMES FORMULATED

- Masters in Travel & Tourism Management (MTTM) in Department of Management Studies, University of Kashmir in 2013.
- MBA (Financial Management) in Department of Management Studies, University of Kashmir in 2015
- MBA (Craft Management & Entrepreneurship) in Craft Development Institute, J & K Govt in 2020
- Executive MBA in Department of Management Studies, University of Kashmir in 2019

MoUs FORMULATED FOR ACADEMIC COLLABORATIONS

- MOA with J&K Khadi & Village Industries Board for Conducting Third Party Verification of units established in Kashmir Division under Jammu & Kashmir rural Employment Generation Programme (JKREGP); (2022)
- MOU with PhD Chamber of Commerce & Industry for Industry collaboration to provide, internships, trainings, placement and other facilities to the management students (2018)
- MOU with Rashtriya Madhyamik Shiksha Abhiyan (RMSA) for train the trainers in the field of entrepreneurship, travel and tourism management and IT. (2018)
- MOU with Project Management Association, New Delhi for Project Management Training and Consulting Solutions (2011)

ORIENTATON COURSES ATTENDED:

- Orientation Programme for Academic Counsellors Organized by IGNOU Regional Center, Jammu, Dec. 15-16, 2004
- General Orientation Course Organized by UGC Academic Staff College at Department of Education, University of Jammu, Jan 11-Feb 5 1993

REFRESHER COURSES ATTENDED:

- Refresher Course on "*Academic Enhancement in Digital Teaching and Learning*", organized by St. Peter College of Engineering & Technology, Chennai, June 11-12, 2020
- Refresher Course on "*Connecting Institute to Industry*", organized by Bangalore Institute of Management Studies, June 20, 2020
- Refresher Course on "*Digital Literacy: Stepping into a New Normal*", organized by MIT School of Education & Research, MIT University, Pune, May 21- 23, 2020
- Refresher Course on "*Implication of COVID-19 on World Economy*", organized by RV Institute of Management, Bangalore, May 20- 22, 2020

- Refresher course in Commerce/Management, University of Kashmir, Oct. 15..Nov. 4, 2004.
- Refresher course in Management, Bundelkhand University, Jhansi, Feb 07 - 28, 2003
- Faculty Development Programme in Management, Indian Institute of Management, Ahmedabad, June 27, 1996 - April 15, 1997.
- Faculty Talent Promotion Scheme, Management Development Institute, Gurgaon, February 19 - 28, 1996.
- Faculty Talent Promotion Scheme, Indian Institute of Management, Ahmedabad, January 30-Feb. 18, 1996
- Documentation, Disbursement and Recovery Practices of DFIs, Management Development Institute, Gurgaon Nov. 28-Dec. 3, 1988.
- Young Executive Development Programme for DFIs, Management Development Institute, Gurgaon, November 9-December 5, 1987.

FACULTY PROGRAMMES ORGANISED:

- Workshop conducted on “Capacity Building of Existing MSMEs and Start-Ups” as Head Department of Management Studies in association with PhD Chamber of Commerce & Industry, ICICI Bank and J & K Bank, September 24, 2018
- Industrial Visit for P.G Management Students at Delhi, U.P and Haryana, 2001-2015
- Guest Faculty Programme for P.G Management Students, Organized at Department of Economics, University of Jammu, 1994-95.

Ph.D/M.Phil Awarded

S. No.	Name of Scholar	Research Topic	Year of Award
01.	Sheikh Basharul Islam	Impact of Sustainable Consumption on Competitive Advantage: A Study in Retail Sector	2023
02	Umer Mushtaq Lone	Economic Forces and Stock Market Performance: Evidence from BRICS Economics	2023
03	Uzma Mushtaq	Work Life Balance of Working Women-A Study of Female Nurses in Health Care Sector of Kashmir	2023
04	Yaseer Ahmad Mir	Impact of Branding on Growth and Development of Kashmir Pashmina	2020
05	Rooful Nisa	Capital Adequacy in Banking Sector – A Case Study of J&K Bank	2020

06	Viqar U Nissa	Impact of Credit Risk Management on Efficiency of the J&K Bank	2020
07	Suhail Ahmad Bhat	Consumers Perception Towards E-Shopping: Impact of Technology Acceptance Model on E-Trust and Repurchase Intention	2018
08	Asmat Jan	Income-Generation Activities of Women in District Srinagar: Problems and Prospects	2017
09	Sheema Mushtaq	The Effect of Maternal Work Conditions on Personality Development of Children	2016
10.	Sabahat Rafiq Qazi	Impact of Globalization on Empowerment of Women:	2016
11	Suhail Ahmad Bhat	A Study of Customer Relationship Management (CRM) in HDFC Bank	2016
12	Tanveer	Total Quality Management in Higher Education with Special Reference to Women Colleges in Kashmir	2015
13	Sammia Jan	Development of Women Entrepreneurship in Kashmir: Problems and Prospects	2012

Ph.D/M.Phil Pursuing Scholars

S. No.	Name of Scholar	Research Topic	Year of Registration
01.	Syed Owais Khursheed	Impact of Institutional Lending on Horticulture Sector Performance in Kashmir Division	2018
02	Ratiba Riyaz	Impact of Personality Traits on Price Conscious Behaviour of Consumers: Mediating Role of Financial Vulnerability.	2019
03	Yusra Showkat Bhakshi	Compulsive Buying Behaviour and Financial trouble among Young Consumer: Moderating Role of Financial Management Skills	2019
04	Naveeda	Impact of E-Marketing on Consumer Behaviour: A Study of Rural Kashmir	2019
05	Hakim Basim	Retirement Savings Behaviour: An Empirical Study	2019
06	Munaqib	Consumer Perception and Purchase intention towards Organic Food for sustainability: An Empirical Study	2021

07	Mehvish	Impact of Liquidity and Profitability in corporate Social Responsibility: A Study of Select listed companies in India	2021
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AWARDS

- Letter of Appreciation from University Grants Commission for successful Organization and completion of course on Indian Knowledge System in September 2023
- Certificate of Appreciation from University of Kashmir in recognition of Exceptional Organizational Skills and Outstanding Efforts in one week short term course for Training of Teachers on Indian Knowledge System (IKS).
- Certificate of Appreciation for Outstanding Contribution in Organizing the Annual Convocation of the University of Kashmir during the year 2021.
- Best Research paper award on paper “Personnel Capability and Customer Satisfaction as Predictors of Customer retention: A Mediated-Moderation Study” @ 17th International Business Horizon INBUSH ERA World Summit 2017, Organized by Amity University U.P. in association with The University of Northampton, February 8-10, 2017.
- 1. Best Research paper Award on paper “Inclusive Banking: A Factor for Sustainable Development” @ 6th International Conference on Banking, Finance, Business & Technology for Sustaining Economic Development in Global Market Organized by Sai Ram Institute of Member Board of UG Studies in Baba Ghulam Shah Badshah University, 2023-24
- Management Studies, Chennai, October -10, 2015.

MEMBER OF ASSOCIATIONS

- Life Member, Indian Accounting Association
- Life Member, Indian Institute of Public Administration
- Life Member, Youth Hostels Association of India.
- Life Member, Kashmir University Alumni Association
- Member Alumni Association, Indian Institute of Management Ahmedabad

Members in Other Institutions of Repute:

1. Adviser, Union Public Service Commission
2. Panel of Experts, State Public Service Commissions
3. Assessor, National Assessment & Accreditation Council, Banguluru
4. Panel of Experts, University Grants Commission
5. Panel of Expert/Observer, National Testing Agency, Delhi
6. Panel of Experts, Central Board of Secondary Education
7. Member Board of UG Studies in Baba Ghulam Shah Badshah University, Rajouri, 2023-24
8. Member Board of Studies for Akal University, Punjab 2024

9. Member, Academic Advisory Committee Meeting of UGC-HRDC Guru Ghasidas Vishwavidyalaya, Central University, Bilaspur
10. Member Board of Studies for B.com; M.com; BBA programme in Islamia College of Science & Commerce, Srinagar, 2023,
11. Member, Board of Studies, Islamic University of Science & Technology, 2018-20
12. Member, Board of Studies, Crescent Institute of Science & Technology, Chennai, TN (Deemed University) 2018
13. External Expert Member at Research Week-2016 organised by Gujarat Technological University, Gujarat, March 1-5, 2016

Participation in Committees Constituted by University of Kashmir

1. Convener, Transport Committee for Organising the 20th Annual Convocation of the University of Kashmir on 11-10-2023
2. Chairman, Departmental ITSS Committee, Department of Management Studies, University of Kashmir, 2023
3. Chairman, Establishment Committee, University of Kashmir, for years 2023-25.
4. Member, Budget Assessment and Approval Committee, University of Kashmir, year 2022 and 2023.
5. Member, committee constituted to examine various proposals received from different quarters for upgradation/ repair works beyond ₹ 2.5 lacs, year 2023
6. Chairman, High Powered Enquiry Committee constituted to examine suspension cases of University of Kashmir from time to time. 2022-24
7. Chairman, Transport Committee for organizing Youth-20 event at University of Kashmir on May 11, 2023.
8. Chairman, Committee constituted to discuss a mechanism for Judicious use of the Official Vehicles at University of Kashmir, 2023.
9. Member, Committee constituted to examine the issue related to Career Progression Scheme of Officers, University of Kashmir, 2023
10. Member, Committee constituted to vet the shifting of Helpers against clear vacancy of MYS/Chowkidar/Gardener/Sanitation Workers at University of Kashmir.

11. Member, Committee constituted to prepare Strategic Planning Framework for next 15 to 25 years at University of Kashmir, 2023.
12. Member, Department Local Fund Committee, Department of Management Studies, University of Kashmir, 2023
13. Chairman Purchase Committee, Department of Management Studies, University of Kashmir, 2023
14. Member Committee to Examine Non-Practising Allowance and HRA to Medical Officers of University of Kashmir
15. Member Advisory Board/Committee of Centre for Innovation, Incubation and Entrepreneurship, University of Kashmir
16. Member, Board of Under-graduate Studies for B.Voc. degree programmes offered under DDU Kaushal Kendra, University of Kashmir, 2023-24
17. Member Sub-committee, Counting of 50% Continuous work Charged/daily wage Service for in-situ promotion/Placement under provisions of CAS
18. Inspection Committee, College Development Council, University of Kashmir
19. Member, Steering Committee for Preparation of Self Study Report for NAAC, University of Kashmir 2022-23
20. Member Hospitality, Felicitation and Decoration Committee for conduct of Annual Youth Festival (SONZAL-2022)
21. Observer, Department Research Committee, Department of Library & Information Sciences, University of Kashmir, 2022-23
22. Member, Steering Committee for Preparation of Self Study Report for NAAC, 2022-23
23. Member, ULD Purchase Committee, University of Kashmir, 2022-23
24. Member, Central Administrative Affairs committee, University of Kashmir, 2022
25. Expert RPAC, Department Research Committee, Department of Political Science, University of Kashmir, 2021-22
26. Chairman, Canteen Committee, University of Kashmir, 2021-22
27. Member, Establishment Committee, University of Kashmir, 2021-22
28. Member, Grievance Committee (Teaching Staff), University of Kashmir, 2021-22
29. Member, Central Admission Committee, University of Kashmir, 2020-21
30. Member, Admission Committee, Directorate of Distance Education, KU, 2020-21

31. Member, Department Research Committee, Department of Management Studies, University of Kashmir 2002-2017; 2020 onwards
32. Member, Board of Studies, Department of Commerce, University of Kashmir; 2019-21
33. Member, Central Purchase Committee, University of Kashmir, 2019-21
34. Member, Board of Research Studies, School of Business Studies, University of Kashmir, 2017-20
35. Chairman, Department Research Committee, Department of Management Studies, University of Kashmir 2017-2020
36. Member, Board of Studies, Department of Economics, University of Kashmir; 2013-15
37. Member, Board of Studies, Institute of Home Sciences, University of Kashmir, 2007-15
38. Chairman, Board of Studies, Department of Management Studies, University of Kashmir, 2017-20; Member, 1992-2017
39. Member, Admission Committee, Department of Management Studies, University of Kashmir, 1992 onwards

PROJECT STUDY GUIDED:

- Guided P.G Management Students {Department of Management Studies, University of Kashmir} in carrying out their Project Studies in Accounting and Finance in partial fulfillment of their post- graduate courses.
- Guided P.G Home Science Students {Institute of Home Science, University of Kashmir} in carrying out their Project Studies in Management Areas in partial fulfillment of their post-graduate courses.
- Guided MBA Students {Indira Gandhi National Open University} in carrying out their Project Studies in partial fulfillment of their post- graduate courses.