

Dr Syed Irfan Shafi

Assistant Professor
Dept. of Management Studies
Islamic University of Science and
Technology, Pulwama,
Kashmir, J & K – 192122



Mobile: +91 7006349510, 9419872504

E-mail: drsyedirfanshafi@gmail.com

WORK EXPERIENCE

Total Experience: 10 ½ years
Teaching Experience: 6 Years

Research Experience: 3 years
Industrial Experience: 2 ½ Years

1. Working as **Assistant Professor** in the Department of Management Studies, Islamic University of Science and Technology, from **March 2015 till Present**.
2. I worked as a doctoral research **scholar** in the Department of Management, Pondicherry University, Karaikal Campus, Karaikal, from September 2011 to September 2014 (**3 Years**).
3. Worked as **Sales Manager** in Venus Surgical, Anna Nagar, Chennai from March 2010 to July 2011 (**1 ½ years**)
4. I worked as an Associate Health Assurance Manager at the ICICI Prudential Residency Road, Bangalore, from July 2008 to July 2009. (**1 year**).

ACADEMIC QUALIFICATIONS

- Ph.D.,** Department of Management Studies, Pondicherry University, Puducherry with title “**Effects of Selected Marketing Mix Strategies on Brand Equity**” under the guidance of Assistant Prof. Dr C. Madhaviah.
- M.B.A.,** Dayanda Sagar Business School, Kumarswamy Layout, Bangalore, under Madauri Kamraj University, with marketing and Sales as primary specialisation during the academic years 2007- 2009.

B.A.,	Amar Singh College, Srinagar, under the University of Kashmir, with a combination of English Literature and Psychology from 2003- 2007.
Inter	Govt old higher secondary Jawhar Nagar Srinagar, under J&K Board of School Education, Srinagar, with PCB combination from 2001-2003.
SSC	Govt. High School, Keegam Shopian, under J&K Board of School Education, Srinagar, during the academic years 2000-2001.

MEMBERSHIP

1. Member of the Academy of International Business, US Southeast.
2. Member of i-Think Magazine of the Insurance Institute of India.

RESEARCH AND TEACHING INTERESTS

Marketing Management, Services Marketing, Service Quality (in Retail, FMCG, Banking, and Hotel Services), Customer Satisfaction, Relationship Marketing, Brand Equity, Marketing Mix Strategies, Product and Brand Management, Research Methodology, Multivariate Data Analysis, Sales and Distribution Management, and Retail Management, among others.

STATISTICAL AREAS OF EXPERTISE

1. Data analysis using SPSS: Regression Analysis, Correlation Analysis, Factor Analysis, ANOVA, MANOVA, Conjoint Analysis, Neural Networks.
2. Data analysis using AMOS/LISEREL/PLS: Structural Equation Models mediated and moderated relationships among variables.
3. Survey development and Testing.

BOOK PUBLICATIONS

1. **Dr Syed Irfan Shafi** (2017), Managing Marketing Strategies & Brand Equity, Lambert Academic Publishing, ISBN 978-620-2-06207-7
2. Dr Mohd Iqbal Khan & **Dr Syed Irfan Shafi** (2015), Corporate Blue Ocean - Business Strategy & Leadership, CreateSpace Publishing Platform, ISBN-10: 1545416435, ISBN-13: 978-1545416433

ARTICLES/RESEARCH PAPERS PUBLISHED IN NATIONAL & INTERNATIONAL JOURNALS

1. **Dr Syed Irfan Shafi et al** (2025). The Role of Green Financing and Technological Innovation in Enhancing Corporate Environmental Performance among Manufacturing Companies in India. *Interdisciplinary Journal of Management Studies*, Vol. 18, Issue. 3. (Indexed in SCOPUS, Q3).
2. **Dr Syed Irfan Shafi, et al. (2024)**, Behavioural Factors Affecting Investment Choices & Returns of Individual Investors Among Millennials, *Central European Management Journal* ISSN: 2336- 2693 | E-ISSN: 2336- ISSN:2336-4890 Vol. 32 Iss. 1. (Indexed in SCOPUS).
3. **Dr. Syed Irfan Shafi**, Asif Hamid Charag & Dr. Asif Iqbal Fazili (2017), Effect of Service Marketing Mix Elements on Brand Loyalty of Apparel Brands in India, *Researchers World - Journal of Arts, Science & Commerce*, Vol. – VIII, Issue –3(2), pp 86-92 (ISSN 2231-4172)
4. Dr. Farhat Banoo Beg, Dr. Shakeel-ul-Rehman and **Dr. Syed Irfan Shafi** (2016), Sustainable tourism development in India with special reference to Nainital-Uttarakhand”, *International Journal of Advanced and Innovative Research (IJAIR)* (ISSN Online): 2278-7844
5. J SUNDAR, Hezekiah and **Syed Irfan Shafi** (2015), "Effects of Celebrity Endorser on Consumer's Buying Behaviour: A Review and Extensive Investigation of a Subject", *Pacific Business Review International*, Vol. 7 Issue 3. (ISSN 0974 438X).
5. **Syed Irfan Shafi** and Dr. C. Madhavaiah (2015) Impact of Promotional Activities on Brand Equity in Selected Apparel Brands: Evidence from India, *Asia-Pacific Marketing Review*, Vol. III, No.1 January-June 2014, pp. 55–65, (ISSN: 2277-2057)
6. **Syed Irfan Shafi** and Dr. C. Madhavaiah (2015), Gender Difference in Purchase Behavior towards Branded Apparels: An Empirical Investigation, *i-Manager's Journal on Management*, Vol. 8, No. 3, February, pp. 17-22. (ISSN: 0973-5054) (Indexed in EBSCO Publishing)
7. **Syed Irfan Shafi** and Dr. C. Madhavaiah (2014), Defining Customer based Brand Equity: An Evaluation of Previous Studies, *Srusti Management Review*.
8. **Syed Irfan Shafi** and Dr. C. Madhavaiah (2014), "Measuring Marketing Performance: A Review of Metrics", "*JIMS8M. The Journal of Indian Management and Strategy*", Vol. 19, No. 1, January-March, pp. 1-16. (ISSN: 0973-9343)
9. **Syed Irfan Shafi** and Dr. C. Madhavaiah (2014), "An Investigation of Association among Five Marketing Mix Elements and Brand Equity: Evidence from India", *RVIM Journal of Management Research*, Vol.5, Issue 2. (ISSN 0974-6722).
10. **Syed Irfan Shafi** and Dr. C. Madhavaiah (2014), "An Investigation of Shoppers' Buying Behaviour towards Apparel Products in Bangalore City", *Pacific Business Review International*, Vol. 6, Issue. 8, February, (ISSN: 0974-438X).
11. **Syed Irfan Shafi** and Dr. C. Madhavaiah (2013), "Role of integrated marketing communications in building brand equity: A Review and Research Agenda", *Amity Business Review International*, (ISSN: 0972-2343).(indexed in EBSCO Publishing).
12. **Syed Irfan Shafi** and Dr. C. Madhavaiah (2013), "Retail Banking in Indian Scenario: Innovations and Challenges Ahead in Distribution Channels in Urban/Rural India", *Rai Journal of Management*. (ISSN: 0975-4326).
13. **Syed Irfan Shafi** and Dr. C. Madhavaiah (2013), "The Influence of Brand Equity on Consumer Buying Behaviour of Organic Foods in India", *Journal of Marketing & Communication*, Vol. 9, No. 2, September-December, pp. 44-51. (ISSN: 0973-2330)

14. **Syed Irfan Shafi** and Dr. C. Madhavaiah (2013), "Impact of Brand Association on Soft Drinks Purchase Decision of Indian Consumers", *Management Trends*, Vol. 10, No. 1- 2, June-December, pp. 69-78. (ISSN: 0973-9203).
15. **Syed Irfan Shafi** and Dr. C. Madhavaiah (2013), An Empirical Study on Impact of Promotional Mix Elements on Brand Equity: A Study of FMCG in India, *Madras University Journal of Business and Finance*, Vol. 1, No. 2, July, pp. 46-56. (ISSN: 2320- 5857).
16. **Syed Irfan Shafi** and Dr. C. Madhavaiah (2013), "Relationship between Selected Marketing Mix Elements and Brand Equity of Mobile Phones Companies among Indian Youth", *i-Manager's Journal on Management*, Vol. 8, No. 1, June-August, pp. 9-16. (ISSN: 0973-5054)(Indexed in EBSCO Publishing).
17. **Syed Irfan Shafi**, Dr. C. Madhavaiah and Majidshaban (2013), "Product Innovation: Key to Health Insurance Growth in India", *The Journal of the Insurance Institute of India*, Vol. XXXVIII, No. 2, April-June, pp. 59-68. (ISSN: 2278-6759) (Indexed in EBSCO Publishing).
18. **Syed Irfan Shafi** and Dr. C. Madhavaiah (2013), "The Relationship between Brand Equity, Apparel Product Attributes and Purchase Intention: A Study of Selected Apparel Brands in India", *Pacific Business Review International*, Vol. 5, Issue. 10 April, pp. 60-66. (ISSN: 0974- 438X).
19. Dr. C. Madhavaiah, Irfan Bashir and Syed Irfan Shafi (2012), "Defining Cloud Computing in Business Perspective: A Review of Research", *Vision: The Journal of Business Perspective*, Vol. 16, No. 3, September, pp. 163-173. (Print ISSN: 0972- 2629, Online ISSN: 2249-5304) (Indexed in SAGE Publications).
20. Dr. C. Madhavaiah, P. Akthar Sulthana, Irfan Bashir and Syed Irfan Shafi (2012), "Measuring Service Quality Using Importance-Performance Analysis (IPA): Some Methodological Issues", *NIET Journal of Management*, Vol. IV, Issue 3, Winter, pp. 32-46. (ISSN: 0975-7643).
21. **Syed Irfan Shafi** and Dr. C. Madhavaiah (2014) Impact of Promotional Activities on Brand Equity in Selected Apparel Brands: Evidence from India, *Asia-Pacific Marketing Review*, Vol. III, No.1 January-June 2014, pp. 55–65, (ISSN: 2277-2057)

ARTICLES PUBLISHED IN EDITED VOLUMES

1. **Syed Irfan Shafi** and Dr. C. Madhavaiah(2013), "Prospects of E-Governance Initiatives in India: Issues and Challenges." (Ed. Md. Assad Raza, *et al.*), Excel India Publishers: New Delhi, pp. 43-51. (ISBN: 978-93-828808-5-1)
2. **Syed Irfan Shafi** and Dr. C. Madhavaiah (2012), "Shoppers' Behaviour towards E-Retailing in India: A Review", in *Modern Management Practices for Business* (Ed. Dr. A. Rajamohan and Dr. A.A. Ananth), Southern Publishers: Pondicherry, pp. 308- 313. (ISBN: 978-81-909275-0-5)

3. **Syed Irfan Shafi** and Dr. C. Madhavaiah (2012), "Retail Sector in India: Challenges and Opportunities", in *Management Practices in Global Perspective* (Ed. Y. Subbarayudu), Paramount Publishing House: New Delhi, pp. 468-473. (ISBN: 978- 81- 921579-0-0).
4. Dr Mohd Iqbal khan, **Dr Syed Irfan shafi** and Dr c madhavaiah, (2015), "Role of Integrated marketing communication in Post liberalized Indian Business", in *Innovative Management Practices for sustainable Development*, Published by Bonfring Tamil Nadu, India. (ISBN: 978-93-85477-256).

PAPER PRESENTATIONS

1. 3rd National Conference on **Future Computing (NCFC)-2014** held on 13th February 2014 at Pondicherry University Karaikal Campus, Karaikal-Puducherry.

Paper Title: **Role of Future Computing in Business: An analysis.**
2. The International Conference on Academy of International Business Conference 2013 was held on 15th -17th April 2013 at the Indian Institute of Management (IIM) in Bangalore.

Paper Title: **Impact of Promotional Mix Elements on Brand Equity in Selected Apparel Brands: Evidence from India.**
3. **The 6th Doctoral International Theses Conference** was held on April 26-27, 2013, at IBS Hyderabad in collaboration with Broad College of Business, Michigan State University, East Lansing, USA.

Paper Title: **Impact of Brand Association on Soft Drinks Purchase Decision on Indian Consumers.**
4. The International Conference on Emerging Leadership Paradigms—A Catalyst to Global Innovation was held from September 20 to 22, 2012, at Holy Grace Academy of Management Studies in Trissur, Kerala.

Paper Title: **Retail Banking in Indian Scenario: Innovations and Challenges ahead in Distribution Channels in Rural India.**
5. International conference on "**Emerging Markets and Issues in Management**" held on 19 & 20 April, 2013 at VIT Business School, VIT University, Vellore, Chennai, India

Paper Title: **Impact of Integrated Marketing Communication on Building Brand Equity: A Review of Literature.**

6. National Seminar on “**Rural Marketing and Rural Consumerism: Roadmap to Build Vibrant Rural India**” held on 17th and 18th December, 2011 at the Department of Rural Industries and Management, Gandhigram Rural Institute, Gandhigram, Tamilnadu.

Paper Title: Increasing Brand Communication through Brand Visibility in Rural Outlets in Indian Rural Market.

7. National Seminar on “**Financial inclusion and role of commercial banks**” held on 18th October 2011 at RVS Institute Management Studies and Computer Application, Karaikal, Puducherry.

Paper Title: Financial Inclusion: Role of Rural Banks in India.

8. UGC National Conference On “**Modern business Practices in Global Scenario**” held on 22rd and 23rd March 2012 at Department of Business Administration Annamalainagar, Chidambaram, Tamilnadu

Paper Title: Brand Personality Research in Indian: A Review

9. UGC Sponsored Two Day National Conference on **Administrative Reforms in India: Recent Trends and Issues, E-Governance** held on 25th and 26th July 2013 at P.G. Department of Public Administration, Arignar Anna Govt. Arts & Science College, Karaikal, Puducherry.

Paper Title: Prospects of E-Governance Initiatives in India: Issues and Challenges.

10. A national seminar on Emerging trends in the Indian Banking Industry—challenges and Strategic Options—was held on 24 March 2012 at the Department of Commerce, Pondicherry University, Karaikal campus, Karaikal, Puducherry.

Paper Title: Retail Banking in the Indian Context.

11. A national seminar on IT Applications for Business and Services Organisations was held on March 2nd, 2012, at RVS College of Computer Applications Karaikal, Puducherry.

Paper Title: Role of Information Technology on Building Brand Equity through Marketing Strategies: A Study.

12. IMPTUS International Conference held on 13th and 14th of June 2015 at Pondicherry University - Puducherry.

Paper Title: Role of Integrated marketing communication in Post liberalized Indian Business

13. International conference on Sustainable Development and Technological Innovation held on 23-24 December 2015 at **Islamic University of Science and Technology**- Pulwama Kashmir.

Paper Title: The Impact of Tourism perception of Safety and Security on Tourism Marketing of Kashmir.

14. International conference on Sustainable Development and Technological Innovation held on 23-24 December 2015 at **Islamic University of Science and Technology**- Pulwama Kashmir.

Paper Title: Sustainable Advertising towards Sustainable Development.

WORKSHOPS ATTENDED

1. I attended an online workshop on rural management and entrepreneurship opportunity organised by the Mahatma Gandhi National Council of Rural Education in December 2020.
2. Attended an online workshop on strategy for managing personal finance, including mutual funds, organised by the Department of Management Studies, Islamic University of Science & Technology, held on 14th December 2020.
3. Attended an online one-week Faculty Development programme on a data-driven approach in management science, organised by IMS Business School, held on 24th July - 30th July 2020.
4. Attended an online workshop on World Entrepreneur Day organised by the Department of Management Studies, Islamic University of Science & Technology, held on 21st August 2020.
5. Attended an online workshop on financial awareness and consumer training organised by the National Centre for Economic Education on 18th September 2020.
6. Attended an online workshop on strategy for managing personal finance, including mutual fund, organised by Kakatiya University, Warangal, held on 21st January 2021.
7. Attended online workshop on **strategy for managing personal finance, including mutual funds and NSP, organised by the Department of Management Studies, Satavahana University, Karimnagar, Telangana State, held on 3rd February 2021.**

8. Attended a two-week workshop on Technical communication for scientists and Engineers organised by the Indian Institute of Technology Bombay (**IIT Bombay**).
9. Attended a two-day workshop on IBM SPSS for Faculty and Research Scholars held on 29th and 30th October, 2014 at the Department of Computer Science, Pondicherry University, Karaikal Campus, Karaikal, Puducherry, Tamil Nadu.
10. Attended a ten-day Research Methodology Workshop **Sponsored BY ICSSR** held on 31 November 2013 – 12 December at the Islamic University of Science and Technology, Awanti-pora, Jammu & Kashmir.
11. I attended the National Research Methodology and Data Analysis Workshop held on 15th and 16th March, 2013 at the Department of Statistics, Annamalai University, Annamalai Nagar, Chidambaram, Tamil Nadu.
12. Attended **UGC sponsored National Workshop (STP) on Research Methodology: A March towards creating Research Culture** held on 2nd and 3rd February 2012 at UGC-Academic Staff College, Pondicherry University, Puducherry.
13. I attended the UGC-sponsored National Workshop for Research Scholars held on July 19 and 20. 2012
14. Attended a Two-day workshop on Research Methodology held on 19th and 20th March 2012 at the Department of Management, Pondicherry University, Karaikal Campus, Karaikal, Puducherry.
15. Attended, **Government of India, Ministry of Home Affairs**, sponsored, Workshop on **Census Data Dissemination**, Directorate of Census Operations, Puducherry, on 11th July, 2012 at Avvaiyar Government College for Women, Karaikal
16. Attended workshop on the theme **ICSSR-SRC-Hyderabad sponsored Faculty Development Programme on Innovation in Classroom Teaching** held on 13th to 15th December 2011 at RVS Institute of Management Studies and Computer Application, Karaikal, Puducherry

Articles Published in Newspapers

1. **An Invisible Market:** There is no shop and no queues, yet you shop and pay your dues online retailing by Syed Irfan Shafi Srinagar, Monday, 2 Jamadi al-Awwal 1433 AH 26 March 2012 CE.
2. **Increasing brand communication** can be achieved. A brand's visibility in retail outlets. – Syed Irfan Shafi, Greater Kashmir, Srinagar, Friday, 20 Muharram-ul-Haraam 1433 AH; 16 December 2011 CE.
3. **That Actual Virtual Market:** How to Use Social Network Insights to Construct a Brand Tech Shop by Syed Irfan Shafi, Greater Kashmir, Srinagar, Thursday, 25 Shawwal 1433 AH; 13 September 2012 CE..
4. **Selling through celebrities: the impact of celebrity endorsement on shoppers' behaviour by Syed Irfan Shafi, Greater Kashmir, Srinagar, Friday, 17 Rabi-al Awwal 1433 AH;** 10 February 2012 CE.
5. **Indian retail sector scenario and the present landscape, By Syed Irfan Shafi, Greater Kashmir, Srinagar, Thursday, 30 Rabi-Al-Awwal 1433 Ah;** 23 February 2012 CE
6. **Growth of Retailing: Modern retailing is the future. By Syed Irfan Shafi, Greater Kashmir, Srinagar, Wednesday, 29 Zul Qa'dah 1433 AH;** 17 October 2012 CE
7. **Effects of celebrity endorsement on shoppers' behaviour, by Syed Irfan Shafi, Greater Kashmir, Srinagar, Wed, 22 Feb 2012 CE.**
8. **An overview of the Safety and Security on the Tourism Market of Kashmir,**
By **Syed Irfan Shafi**, Greater Kashmir, Srinagar, Thursday, 12 September 2013 CE.
9. **FDI in Retail: Issues and Challenges, by Syed Irfan Shafi, Greater Kashmir, Srinagar, Mon, 2 Jan 2012 CE.**
10. **Retail banking is an important lever for economic growth. By Syed Irfan Shafi.**
Greater Kashmir Srinagar, Sun, 18 Mar 2012 CE.

PROJECTS GUIDING

1. Guided thirty-five Master of Business Administration (MBA) and Bachelor of Business Administration (BBA) students from the Department of Management Studies at the Islamic University of Science and Technology in their project work.
2. Guiding an MBA student from IGNOU in his research project entitled "Impact of tourism on development of State: A study in Jammu and Kashmir State."

TEACHING AND OTHER ACTIVITIES

1. Assisted in teaching classes of PG Students.
2. Provided soft-skills and placement interviews training to PG students.
3. Assisted faculty members in organising research methodology workshops and conferences.
4. Assisted students in planning, organising, and managing various management fests, business plans, alumni meetings, etc.
5. Actively participated and assisted in organising the departmental activities (admission, placement programs)
6. Active and healthy association with Industry professionals
7. Concept mapping
8. Questioning
9. Formative quizzes
10. Problem-solving
11. Debates
12. Role-plays
13. Freewriting
14. Small group activities

PERSONAL PROFILE

Full Name Dr. Syed Irfan Shafi
Mother's Name Mah-jabeena Ara
Father's Name Syed Mohammad Shafi
Date of Birth 20-08-1984
Gender Male
Marital Status Married
Nationality Indian
Religion Islam
Languages Known English, Hindi, Urdu and Kashmiri
Permanent Address **Dr. Syed Irfan Shafi**
Nazneen Pora Tukroo (Po) Shopian District
PIN – 192303
Jammu & Kashmir-INDIA Mobile: +91
7006 349510
+91 94198 72504

REFERENCES

Dr. C. MADHAVIAH

Assistant Professor
Department of Management
Pondicherry University, Karaikal Campus
609 605, P.U.T.

Mobile: +91 89037 65947

E-mail: drcmadhavaiah@gmail.com

Dr ASIF I FAZILI

Head of Department
Department of Business Studies
Islamic University (IUST), KARAİKAL –
AWANTIPORA – 192 122,

Mobile: +91 95963 40115

E-mail: asif.fazili@islamicuniversity.edu.in

DECLARATION

I, hereby, declare that the information furnished above is true and correct to the best of my knowledge and if anything found incorrect in future, I assure you that, I will be responsible to it.

(Dr. Syed Irfan Shafi)

Place: India

