



Prof. Musadiq Amin Sahaf
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Professor Musadiq Amin Sahaf started his academic career from the University of Jammu as a Lecturer in Commerce in 1985. Subsequently, he served the Department of Commerce, University of Kashmir as Lecturer; Institute of Management and Public Administration, Srinagar as Associate Professor and University of Kashmir as Professor of Strategic Marketing, Director of The Business School, Dean of the Faculty of Commerce and Management Studies, Registrar and Dean Academic Affairs. He has also served at American University of Asia, Sharjah (UAE) as Professor and Dean, Faculty of Business Administration. Recently, he served Department of Commerce, the Central University of Kashmir, Ganderbal, Kashmir as Professor of Marketing and Head of the department. Professor Sahaf has successfully designed, organized and conducted research in various areas of marketing and has authored several books and research papers. During the past two decades, he has also published numerous research papers in national and international journals including International Journal of Banking Marketing, International Journal of Management Prudence, International Journal of Management and Business Inventions, African Journal of Business and Management, South Asian Journal of Tourism Heritage, Decision, Management & Change, Journal of Marketing & Communication, The Indian Journal of Commerce, Indian Journal of Training and Development, Paradigm, Abhigyan, NMIMS Management Review, Business Perspectives, Productivity, Prestige Journal of Management & Research, Synthesis, Survey, Indian Management, Indore Manager, Udyog Pragati, Pratibimba, IMS Manthan, and The Business Review. His research interests include Retention and Partnering Marketing, Competitive Strategy and Intelligence, Service Marketing and E-marketing. He has also made numerous presentations at various workshops/ training programmes organized for business executives and academicians. He has been a consultant to several organizations in the areas of Marketing and Competitive Strategy. Professor Sahaf has been rated as an excellent teacher by students in various surveys and has always been rated above 4.00 on a five-point scale in the said surveys. He has been member of various academic bodies including Academic Council, University Syndicate and University Council both at University of Kashmir and Central University of Kashmir.

