

CURRICULUM VITÆ

Asif Iqbal Fazili

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Designation:	Associate Professor
Affiliation:	Department of Management Studies, Islamic University of Science & Technology, Awantipora J & K
D.O.B	December 9, 1971
Qualification:	Ph.D.
Ph.D. Topic	‘A Study of Marketing Strategy of Potential Tourism Products in Jammu & Kashmir’

Areas of Interest

- Tourism Management, Tourism Policy & Planning, Tourism Marketing, Strategic Management.

Teaching Experience

- Assistant Professor – Selection Grade, Department of Management Studies, Islamic University of Science & Technology, April 2017 – Present
- Assistant Professor – Senior Scale, Department of Management Studies, Islamic University of Science & Technology, April 2012 - April 2017
- Assistant Professor, Department of Management Studies, Islamic University of Science & Technology, April 2008 – April 2012
- Lecturer Amar Singh College, Goggi Bagh, Srinagar, Academic Session 2007-08
- Lecturer Government Degree College for Women Nawakadal, Srinagar, Academic Session 2003-04

Industrial Experience

- **RBS Travels, (Hotel Connaught, Connaught Place, New Delhi)**
Manager Tours September 1997- December 2000
- **Iraqi Airways {Ansal Bhawan, Connaught Place, New Delhi}**
Executive Sales December 1996-August 1997
- **Debonair Travels, Srinagar, Kashmir**
Management Trainee October 1995-August 1996

Administrative Accreditations

- Jan 2017 - April 2020, I/C Head, Department of Management Studies, Islamic University of Science & Technology

- Nodal Officer IUST for Project UDAAN
- IUST representative for “Ek Bbharat Shreshta”
- Mar. 2009 – December 2011, In-charge BBA programme at School of Business Studies, Islamic University of Science & Technology
- March 2012 – Feb 2017, Research Coordinator School of Business Studies, Islamic University of Science & Technology
- March 2013- Feb 2016 Coordinator Placements & Extension Lecture Incharge, School of Business Studies, Islamic University of Science & Technology
- 2012- 2014, Coordinator Events & Extra Curricular Activities School of Business Studies, Islamic University of Science & Technology
- 2013- 2015, Chairman Friday Business Club School of Business Studies, Islamic University of Science & Technology

Institutional Development Activities:

- Actively involved in the design and development of various curricula at the school of Business Studies.
- As Research Coordinator Played an Instrumental role in Starting & Developing the Ph.D. Programme at the School of Business Studies
- Played a phenomenal role in starting the MBA – International Business programme at School of Business Studies.
- As I/C Head Department of Management Studies played a major role in the development of M.A Economics Programme at IUST.
- As I/C Head Department of Management Studies played a major role in the development of M.B .A Integrated Programme at IUST.

PUBLICATIONS

Books

- Fazili, Asif and Ashraf, S.H (2006): Tourism in India-Planning and Development; ISBN 81-7625-665-X, Sarup Publications, New Delhi
- Fazili Asif and Jan Anisa (2016): Sustainable Management Practices; ISBN: 10-1544796499, Create Space International , USA

Chapters in Books

- Ali Shahid & Fazili Asif, “Contemporary Insight into Passenger Perception and Service Quality – A Study of Indian Railways,” Proceedings of the 2nd International Conference on Recent Innovations in Science, Technology, Management & Environment, Nov 2016, ISBN 978-9386171-11-5.

- Fazili Asif & Khan Danish, “Sustainable Tourism Management: A Case Study of Accommodation Industry, ‘Sustainable Management Practices; Create Space International, USA ISBN 9781544796499.
- Ali Shahid & Fazili Asif, “Measuring Service Quality: A Re-examination of SERVQUAL”

Research Papers



1. Charag Asif, Fazili Asif & Bashir Irfan (2021) “Conflicts and tourists’ destination choice intention: a study of Kashmir Valley in India”, *Tourism Review*, 2023 ISSN 16605373 IF 7.68
2. Sahaf, T., & Fazili A.I (2023). Service Failure and Service Recovery: A Hybrid Review and Research Agenda. *International Journal of Consumer Studies*, Vol. ahead-of-print No. ahead-of-print. (ABDC ‘A’ ranked, Scopus Q1, IF: 7.1)
3. Khan, S., Fazili, A. I., & Bashir, I. (2023). Signaling norm salience through perceived peer counterfeit consumption. *Journal of Product & Brand Management*, Vol. ahead-of-print No. ahead-of-print. (ABDC ‘A’ ranked, Scopus Q1, IF: 4.94)
4. Khan, S., Fazili, A. I., & Bashir, I. (2023). I feel so embarrassed, still, I want it! The self-presentational dilemma of counterfeit luxury buyers. *Journal of Consumer Marketing*, 40(1), 87-101 (ABDC ‘A’ ranked, Scopus Q2, IF: 2.76)
5. Khan, S., Fazili, A. I., & Bashir, I. (2021). Constructing generational identity through counterfeit luxury consumption. *Journal of Product & Brand Management*, 31(3), 415-437. (ABDC ‘A’ ranked, Scopus Q1, IF: 4.94)
6. Charag Asif, Fazili Asif & Bashir Irfan (2021), “Residents Perception towards Tourism Impacts in Kashmir”, *International Journal of Tourism Cities*, Vol 7, issue 3, ISSN 2056-5615, July 2021
7. Khan, S., Fazili, A. I., & Bashir, I. (2020). Counterfeit luxury consumption: A review and research agenda. *Journal of Consumer Behaviour*, 20(2), 337–367. (ABDC ‘A’ ranked, Scopus Q2, IF: 4.01)
8. Khan, S., & Fazili, A. I. (2019). Does the need for social status among price conscious consumers induce consumption of counterfeit luxury brands? *Journal of Business & Management*. 25(2), 43–70. (ABDC ‘C’ ranked)
9. Charag Asif, Bashir Irfan, Fazili Asif & Sofi Maraj (2019), “Social Proof and Online Shopping: The Effect of E-WOM on Purchase Intention of Digital Products”, *Researcher – A Multidisciplinary Journal*, ISSN 2278-9022, Vol XV, No 1, 2019
10. Ali Shahid, Mir Aijaz & Fazili Asif (2019): “National Tourism Policy and the sustenance of Tourism Development in J & K”, *Advances in Economics and Business Management*, ISSN p.23951545,e. 23941553, Volume 6, Issue 3, page 204-208, April-June 2019
11. Charag Asif, Bashir Irfan & Fazili Asif (2019), “Determinants of Consumer’s Readiness to Adopt Islamic Banking in Kashmir”, *Journal of Islamic Marketing*, ISSN 1759-0833, July 2019
12. Hassan Shairka & Fazili Asif (2019), “ Risk Perception of Mutual Fund Investors”, *Abhigyan*, Vol XXXVIII, No 1, April June, 2019
13. Ali Shahid, Arousa Javaid & Fazili Asif (2019): “An Empirical Study of Quality of Work Life Amongst Staff members with Special Reference to JKEDI” , *International Journal of Research in Applied Management, Science and Technology*, ISSN 24557330, Vol IV, Issue 1, Jan – Mar 2019

14. Fazili Asif, Jan Anisa & Khan Danish (2018), "Measuring the Economic and Social Impact of Local Authority Events in Kashmir", *International Journal of Advance and Innovative Research*, ISSN 23947780, Vol 5, Issue4, Oct-Dec 2018, pp 18-26
15. Naqshbandi Asif & Fazili Asif (2018), "Electronic Governance and Rural Development : A Study on the Impact of ICT on World's Largest Workfare Program (MGNREGA)", *Journal of Management*, ISSN (p) 23473940, (O) 2347-3959, Volem5, Issue 5, Sept-Oct 2018, PP 246-254
16. Charag Asif & Fazili Asif (2018), "*Bitcoin: The Digital Currency*", *International Journal of 360 Management Review*", ISSN 2320-7132, Volume 6, Issue 02, page: 90-98, October 2018.
17. Fazili Asif, Ali Shahid and Khan Danish (2018), "*Tourist relative importance of factors influencing tourism development in J&K*", *Journal of Management Research and Analysis*, UGC Referred research journal (ISSN(P) 2394-2762, ISSN(O) 2394-2770) Volume-5, Issue-3, September 2018.
18. Naqshbandi Asif & Fazili Asif (2018), "Impact Assessment of Common Service Centres (Telecenters) on Citizen Services: - Findings from Jammu and Kashmir", *International Journal of Computer Sciences and Engineering*, E-ISSN: 2347-2693, Vol.-6, No. 6, June 2018
19. Charag Asif, Fazili Asif & Hassan Shairka (2018), "*Co-relation & Causality: A Study of Indian Tourism, Peace & Stability*", *Research Review International Journal of Multidisciplinary*, ISSN 24553085, Vol 3, No 6, June 2018
20. Shahid Ali, Dr. Asif Iqbal Fazili (2018), "Udhampur-Srinagar-Baramulla-Rail-Link (USBRL) project: Was it the right decision for Northern Indian Railways to extend its coverage to Kashmir?", *MERC Global's International Journal of Management*, International and UGC Referred research journal (ISSN(P) 2321-7278, ISSN(O) 2321-7286) Volume-6, Issue-3, June 2018
21. Charag Asif, Fazili Asif & Hassan Shairka (2018), "*Indian Tourism Development: A Review*", *International Journal of Research in Applied Management , Science & Technology*, ISSN 24557331, Vol III, No II, Apr-June 2018
22. Hassan Sharika, Fazili Asif & Charag Asif (2018), "*Factors Affecting the Fund Selection Capability of Mutual Fund Advisors*", *Asian Journal of Management*, ISSN 0976-495X, Volume 9, Issue-01, page: 1-6, January- March 2018
23. Charag Asif & Fazili Asif (2018), "*Defining Appreciative Inquiry: A Review of Research*", *Journal of General Management Research*, ISSN 2348-2869, Issue 1, page: 1-9, January 2018
24. Hassan Shairka & Fazili Asif (2017), "Growth and Development of Mutual Fund Industry in India", *Journal of Arts, Science & Commerce*, ISSN 22314172, Vol VIII, NO IV, Oct 2017.
25. Ali Shahid & Fazili Asif (2017), "Relative Importance of Factors Influencing Factory Sickness; A Case Study of Government Silk Weaving Factory Rajbagh", *Global Journal of Commerce and Management Perspective*, ISSN 23197285, Vol.6, No.5, September – October 2017.
26. Ali Shahid & Fazili Asif (2017), "Green Growth: Indian Railways thrust towards Economic growth and Environmental protection", *Asian Journal of Management*, (ISSN (P) 0976-495X, ISSN (O) 2321-5763, Volume-8, Issue-3, July-September 2017.

27. Shafi I, Charag A & Fazili I (2017) "Effects of Service Marketing Mix Elements on Brand loyalty of Apparel Brands in India", Journal of Arts, Science & Commerce, ISSN: 2231-4172, Vol. VIII, No 2, July, 2017
28. Khan Danish & Fazili Asif, "Indian Telecom Market Structure: Five Force Analysis", Abhinav National Monthly Refereed Journal of Research in Commerce & Management, ISSN 22711166, Volume 6, Issue 8, August 2017, pp 199 - 204
29. Fazili Asif & Khan Danish, "Competitive Strategies and Organizational Performance: A Study of firms in Northern India" Indian Journal of Commerce & Management, ISSN 2249-0310, Vol VIII, NO. 1, July 2017
30. Fazili Asif, Ali Shahid & Khan Omar, "An Analytical Review on the Service Quality Dimensions of Restaurant Services at Srinagar City" Journal of Arts, Science & Commerce, ISSN: 2231-4172, Vol. VIII, No 2, April 2017
31. Fazili Asif & Khan Omar " A Study on the Impact of ICT on Work – life Balance" Life Science Journal , ISSN : 1097-8135, Vol14, No.5, 2017
32. Ali Shahid & Fazili Asif (2016), "Contemporary Insight into Passengers Perception and Service Quality – A study of Indian Railways", International Journal of Science, Technology and Management, International Reputed research journal (ISSN(P) 2394-1529, ISSN(O) 2394-1537) Volume-5, Issue-11, November 2016
33. Khan Omar & Fazili Asif, "Work Life Balance – A Conceptual Review" Journal of Strategic Human Resource Management, ISSN: 2277 – 2138, Vol 5, No. 2, June 2016, PP 20 – 25.
34. Fazili Asif & Khan Danish, " Knowledge Management as a Source of Competitive Advantage - A Conceptual Study," International Journal in Management & Social Science, ISSN 2321- 1784, Vol. 4, No. 4, April 2016, PP. 68-75.
35. Khan Danish & Fazili Asif, "MSMES in Jammu & Kashmir : An Exploratory Study" International Journal of Management, IT & Engineering, ISSN 2249 – 0558, Vol. 6, No 1, 2016, PP.136 – 145
36. Khan Danish & Fazili Asif, " A SWOT Analysis of Floriculture Industry in Kashmir" Abhinav International Monthly Refereed Journal of Research in Management & Technology, ISSN 2320-0073, Vol 4, No. 12, 2015 PP
37. Shalla Sameer and Fazili Asif I, " Impact of Employment Guarantee on Livelihood Security: evidence from the MGNREGA in J & K" Asia Pacific Journal of Research, ISSN 2320 – 5504, Vol 1, Issue XXX, August 2015, PP 69-72.
38. Shalla Sameer and Fazili Asif I, India's Workfare Program and Financial Inclusion – An Inter District Analysis" Abhinav International Monthly Refereed Journal of Research in Management & Technology, ISSN 2320-0073, Vol 4, No.5 May 2015
39. Jan Anisa and Fazili Asif I, "Globalization, Education & Unemployment" Third Concept ISSN 0970-7247, Vol. 28, No 335, January 2015, PP 47- 51.
40. Fazili Asif I, and Rasool Gowhar, " Strategic HR at variance: A comparative review of Practices Followed in Developing and Developed countries in Tourism Industry" PR Communication Age, ISSN 0972-0650, Vol, XVII, No 08, November 2014
41. Hamid Makhmoora, Fazili Asif & Muzaffar Mahliqa "Peace a Prerequisite for Human Development – A study of Conflict in Kashmir" Acme Intellects International Journal of Research in Management, Social Science & Technology, ISSN 2320-2939, Vol 5, No 5, Jan 2014, pp 14-24

42. Shalla Sameer and Fazili Asif “Quality of Work life and Employee Job Satisfaction- A Dimensional Analysis” Abhinav International Monthly Refereed Journal of Research in Management & Technology, ISSN 2320-0073, Special issue published on the proceedings of the National Conference, Mumbai, March 30, 2013, pp 57-63
43. Fazli Asif I. and Jan Anisa, “Training Needs and Gender Issues – A Case Study of Youth in Conflict Hit Kashmir” Indian Streams Research Journal ,ISSN 2230-7850, Vol. 3, Issue 2, March 2013
44. Shalla Sameer and Fazili Asif “Working Capital Management and Profitability – A Study of Selected Firms in India” Excel International Journal of Multidisciplinary Management Studies, ISSN 22498834, Vol 3, Jan 2013 Online available at zenithresearch.org.in
45. Fazili. Asif and Ashraf S.H (2008): “Tourism: Globalization and its Impacts” PR Communication Age, ISSN 0972-0650 Vol X1, No &, October 2008, pp 5-9
46. Fazili Asif and Ashraf, S.H (2004): “*Tourism and Sustainable Development–An Indian Perspective*”, Southern Economist, ISSN 0038-4046, Vol.43, No. 12, Oct. 2004, pp 12-14.

Research Guidance

 Ph.D.’s Awarded	-	9
 Ph. D ‘s Under Supervision	-	3

Seminars/Conferences Attended

- April 27, 2019, “Measuring Service Quality: A Re-examination of SERVQUAL” presented at the International Conference on Advances in Management Practices – 2019, Jagan Institute of Management Studies, Rohini, Delhi
- June 22, 23, 2019, “National Tourism Policy and the Sustenance of Tourism Development in J & K” presented at the International Conference on Contemporary Issues in Engineering, Agriculture, Applied Science and Humanities’ The Department of “Metallurgical and Materials Engineering”, NIT Srinagar and “Krishi Sanskriti” New Delhi.
- Nov 20,2016, “ Contemporary Insight into Passenger Perception and Service Quality – A Study of Indian Railways” presented at the 2nd International Conference on Innovation in Science, Technology, Management and Environment, Indian Federation of united Nations Associations , New Delhi
- Sept 29 -30, 2015, “ Importance of Arabic Language in the Globalized World” presented at the two day National Seminar on Travelogue in Arabic Literature’ Department of Arabic, Islamic University of Science & Technology
- Dec. 23-24, 2015, “Tourism Linkages and Sustainable Development: An Exploratory Study of Accommodation Industry” presented at the two day International Conference on Sustainable Development & Technological Innovation’ School of Business Studies, Islamic University of Science & Technology
- Dec. 23-24, 2015, “Emergence of Railways as a Panacea for Sustainable Development : A Study of Indian Railways” presented at the two day International Conference on Sustainable Development & Technological Innovation’ School of Business Studies, Islamic University of Science & Technology

- Dec. 23-24, 2015, “Bitcoin – The Future Currency” presented at the two day International Conference on Sustainable Development & Technological Innovation’ School of Business Studies, Islamic University of Science & Technology
- Mar. 26-27, 2014, “Management of Biodiversity – A Gender Perspective” presented at the two day National Seminar on ‘Natural Resources of the North Western Himalayas: Threats, Evaluation and Conservation’ S.P. College Srinagar
- July 2-3, 2013: “Islamisation of Knowledge – An Epistemological Framework” presented at the National Seminar on the theme ‘Muslim Contribution to Modern Education Approaches & Prospects’ Department of Islamic Studies, Islamic University of Science and Technology
- July 2-3, 2013: “Islamic Perspective of Management Thought- An Empirical Analysis” presented at the National Seminar on the theme ‘Muslim Contribution to Modern Education Approaches & Prospects’ Department of Islamic Studies, Islamic University of Science and Technology
- Nov.22-23, 2013. “Enhancing the Employability of Educated Youth for the Global Market Place – An Empirical Analysis” presented at the two day National **Conference** on the theme ‘Preparing Next Generation Leadership: A Futuristic Agenda’ Department of Human Resource Management & OB, Central University of Jammu
- May 11-13, 2012: “Peace a Prerequisite for Human Development – A study of Conflict in Kashmir” presented at an International Seminar entitled ‘Impact of Peace, Conflict and Disturbance on Economic Development Process’, PG Department of Economics, University of Kashmir
- Nov 11-12, 2006: “Tourism & Economic Reforms – A Case study of India ” presented at a National Seminar on ‘One and a Half Decades of India’s Economic Reforms: Introspection & Future Agenda’, Department of Economics, AMU Aligarh
- Jan 9-11, 2005, “ *Impacts of Tourism–An Indian Perspective*”, Paper accepted for presentation at Proceedings of the Penang 2005 International Conference on ‘Tourism Vehicle for Development’ School of Housing, Building & Planning, University Sans Malaysia Penang, Malaysia
- Feb 9-10, 2004: “Terrorism, Tourism and Tomorrow” Presented at a National Seminar on “Emerging Trends in Tourism” Indian Institute of Travel & Tourism Management Gwalior.(IITTM)

Courses/Workshops attended

- July 27 – 31, 2015, AICTE recognized short term course on E-governance in technical institutions through ICT, conducted by Entrepreneurship Development & Industrial Coordination Department at Islamic University of Science & Technology, Awantipora, Pulwama (J & K)
- Mar 23 – 27, 2015, Coordinators Workshop on Environmental Studies at IIT Bombay
- July 10 -20, 2014, Workshop on “ Cyber Security” organized by IIT Bomabay at Islamic University of Science & Technology, Awantipora, Pulwama
- Sept 1 -2, 2012, Two day Consultation on Human Rights & Law Organized by Human Rights Law Network at Hotel Regency Rajbagh, Srinagar.
- Jan 31 - Feb 21, 2012 “ Refresher Course in Women’s Studies at UGC Academic Staff College AMU Aligarh

- Oct 21 - 23 2011: Workshop on “Breakthrough Facilitation conducted by Management Foundation for Organizational Research and Development New Delhi.
- Feb 3 - Mar 3, 2009 “ Orientation Programme at UGC Academic Staff College AMU Aligarh
- Jan 7 - 11, 2005: Workshop on “Excellence in Research” at Academic Staff College, AMU Aligarh.

Lectures Delivered Outside the University

- Jan 7, 2015: Delivered a lecture on the topic “Scenario of Tourism in Kashmir “to the trainees at the Nigeen Club Srinagar under the project of *Capacity Building Program of Tourism Service Providers*, sponsored by the Ministry of Tourism Government of India.
- Sept 21, 2014 : Delivered a lecture on the topic “Role of Stake Holders in the development of Tourism in Kashmir “to the trainees at the Zabarwan Park Srinagar under the project of *Capacity Building Program of Tourism Service Providers*, sponsored by the Ministry of Tourism Government of India
- Mar 3 to 6, 2008:Delivered lectures at Centre for Adult Continuing and Extension Education, University of Kashmir on a wide range of topics including Tourism Education, Tourism Operations and strategies for Tourism Promotion during a certificate course organized by the center in collaboration with the Department of Management Studies, University of Kashmir
- 2008-2010: Delivered lectures at IGNOU Study Centre, S. P College Srinagar on a wide range of topics related to tourism industry, its policy planning and Management
- 2009: Delivered lectures at IGNOU Study Centre, S. P College Srinagar on a wide range of topics related to tourism industry, its policy planning and Management
- 2010: Delivered lectures at IGNOU Study Centre, S. P College Srinagar on a wide range of topics related to tourism industry, its policy planning and Management
- 2007: Delivered lectures at Center for Distance Education, University of Kashmir on a wide range of topics related to Tourism & Hospitality Industry during the PG Diploma course on Tourism Management offered by the center.
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Seminars/Conferences/Workshops/Events Organised

- 23rd Dec – 24th Dec 2015: Coordinator of the AICTE sponsored conference on Sustainable Development & Technological Innovation held at Islamic University of Science & Technology, Awantipora
- 2nd June – 12th June 2015, Coordinator of IIT sponsored Two Weeks workshop on Environmental Studies.
- 30th Nov. – 12th Dec. 2013: Coordinator of the ICSSR sponsored workshop on Research Methodology in Management, Commerce & Social Sciences conducted by The School of Business Studies, Islamic University of Science & Technology

- 14th Nov, 2012: Coordinated One Day Seminar on “Youth Entrepreneurship Development” organized by School of Business Studies (SBS), Islamic University of Science & Technology in association with CII.
- 14th Sept 2012: Coordinated one day seminar on “Aalav- A Consumer Calling” organized by School of Business Studies, Islamic University of Science & Technology in association with FICCI

Research Grants

- Submitted a Business Plan to NITI Ayog for grant of Rs. 10 Crores towards the establishment of Atal Incubation Center, at IUST
- Research grant approved for PNB funded project “Measuring the Economic & Social Impacts of Local Authority Events”
- Research grant approved for Project “Gender Balance & Academic Leadership: A Strategic Analysis” at Islamic University of Science & Technology, Awantipora
- Research grant submitted & presented on “A Study on Determinants and their influence on Tourists Destination Choice Intention” at IUST.
- Research grant submitted & presented on “Community Empowerment and Capacity Building: A Study of Community Based Tourism in Jammu & Kashmir State” at UGC

Awards

- UGC- NET: Tourism Management & Administration (December 2000)
- Doctoral Fellowship Indian Council of Social Science & Research 2003-2005

Other Research Projects

- **Tourism and Economic Development of Jammu & Kashmir Since 1980**

The concluding Remarks of the report were that the tourism was a dynamic power force for acceleration of the economic growth. It creates employment and revenue for the state and accounts for about 35% of the state domestic product.

- **A Tourist Profile of Ladakh**

Giving detailed account of Ladakh, its history, religion and places of tourist interest including the famous monasteries and Gompas

- **Indian Airlines – An introduction**

Giving a detailed account of the organization by looking at its various departments at every level including reservations, Airport, Central Space Control and its fleet

Asif Iqbal Fazili