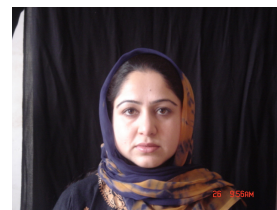


Anisa Jan



Pandach, Ganderbal, J&K
anisa.jan@islamicuniversity.edu.in
Contact-0946903485, 07006057450
Date of Birth: June 1978

Objective

To continue learning, by working in a challenging academic environment in the field of Management and Gender Justice and to contribute to the field by way of good research.

Education

➤ **Ph. D.**

Title of thesis: ‘**A Study of Problems and Strategies in Marketing Of Services Of Financial Sector**’.

- **Master of Business Administration (MBA)** from the university of Kashmir, Srinagar, in Marketing and Finance
- **Bachelor in science (B.Sc. Electronics)** from the University of Kashmir
- **10+2** in Science with Mathematics as an additional subject.

Areas of Interest

Services Marketing, Quantitative Methods, Research Methodology, Equity Based Gender Justice in Management and other Fields

Teaching Experience(15 years)

- Senior Assistant Professor in School of Business Studies, Islamic University of Science and Technology, Awantipora from 13-05-2012 till date.
- Assistant Professor in School of Business Studies, Islamic University of Science and Technology, Awantipora from 19-06-2006 till 12-05-2012.
- Assistant Professor (on contract) in Department of Management Studies, Islamia College of Science and Commerce from July 2005 till June 2006.
- Assistant Professor (on contract) basis in Department of Commerce & Management Studies, Govt. College for Women, Nawakadal from July April 2004 till November 2004.

- Assistant Professor (on contract) basis in Department of Commerce & Management Studies, Govt. College for Women, Nawakadal from April 2005 till July 2005.
- Assistant Professor (on contract) basis in Islamia College of Science & Commerce, Srinagar from August 2005 till June 2006.
- Worked as academic councillor for M.B.A and M. Com courses for Indira Gandhi National Open University (IGNOU) from January 2004 till June 2006.
- Conducted many training sessions as a registered Trainer of Trainees(TOT) in the UGC sponsored Scheme for Capacity Building of Women Academicians.

Administrative Experience

Currently functioning as Dean of Students, Islamic University of Science & Technology

Founder Head-School of Business Studies, Islamic University of Science and Technology (IUST), Awantipora from Aug. 2006 till May 2007

Head-School of Business Studies, Islamic University of Science and Technology, Awantipora from Feb 2012 till March 2015

Designed the course curriculum as Chairperson of the Choice Based Credit System, SBS

Serving as

Chairperson for the University Cultural Programmes Committee since 2013

Research Coordinator School of Business Studies, IUST.

Placement Officer School of Business Studies, IUST.

Nodal officer DIQAU (Department Internal Quality Assurance Unit)

Member of University Financial Disbursement Committee, IUST

Member Sexual Harassment Committee, IUST

University Grievance Cell

Member University Committee for Choice Based Credit System

Member Central Disciplinary Committee

Member BOS, DRC, BORS

Served as

Member Secretary Board of Studies, School of Business Studies, IUST, for a period of three years

Member Secretary Departmental Research Committee, School of Business Studies, IUST, for a period of three years

Member in various Selection committees, Screening Committees, Admission Committees, Convocation committee etc

Major Contributions as Head-SBS

Along with two other colleagues established the School of Business Studies.

Developed of Course Curriculum for MBA

Got the MBA programme approved by AICTE

SBS was the firsts to start the Ph. D Programme in University in 2012.

Started a new programe MBA -IB (International Business)

Conducted International Tour of MBA-IB Students

Started Friday Business Club which was already approved by Board of Studies, SBS.

Conducted ICSSR Sponsored 10 Day Workshop on Research Methodology.

Facilitated the establishment of SBS as a Remote Centre for IIT Mumbai

Attended the Chief Minister's Review Meeting

Started the process of formal induction programme for new students(First department to provide induction to students)

Ensured and supervised the course work of Ph. D Scholars as per UGC Regulations

Research Experience

- **Supervised the Ph. D Work of three Research Scholars who successfully completed their research work(Two Awarded Ph.D, One Submitted Thesis)**
- **Currently Supervising the Ph. D Work of 4 scholars.**
- Exhaustive data analysis done for 5 years as part of the Ph.D Programme. The research was based mainly on primary data collected through a structured questionnaire and the respondents consisted of managers at top, middle and lower levels of leading financial institutes. The data collected in six selected cities of India was analyzed using different statistical techniques like ANNOVA etc.

- Developed a price forecasting model for the products of Haldia Petrochemicals Ltd. using regression analysis during the project & Exploration of Business Opportunities for the Company in North Particularly in the State of Jammu and Kashmir.
- Supervised the Entrepreneurship Development Research Projects of MBA students.
- Conducted research on various socio-economic issues and published the same in leading journals.
- Working on economic dimensions of women empowerment and gender justice.
- Worked as a research consultant for several research projects conducted by IGSSS (Indo-Global Social Service Society).

International Exposure

- Participated in “**International Conference on Emerging Research for Sustainable Economic Development (ERSED-2016)**” organised by KS Global and University of Stratford, USA, held in Grand Flora Hotel, Dubai, and presented a paper titled “**Economics of Gender Discrimination - Evidences from Patriarchal and Matrilineal Societies**” February 02-03, 2016.
- Accompanied two batches of MBA-IB(International Business) students for their International Industrial Visit to **Dubai** in Nov 2015 and May 2107.
- Accompanied one batches of MBA-IB(International Business) students for their International Industrial Visit to **Singapore and Malaysia** in April 2018.

Research Projects

- 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 project submitted on “Public Private Partnership as Strategic Discourse for Infrastructure Upliftment – a Study of J&K, at Islamic University of Science & Technology, Awantipora.
- Research project submitted on “An Analysis of Marketing Channels of Horticulture in Jammu & Kashmir- A case study of Apple Industry at Islamic University of Science & Technology, Awantipora.

Consultancy

- Worked as a consultant for the research project titled ‘Awareness Generation Programme’ conducted by IGSSS (Indo-Global Social Service Society).
- Worked as a consultant for the research project titled ‘Empowering the Vulnerable Women Groups’ conducted by IGSSS (Indo-Global Social Service Society).
- Worked as a consultant for the research project titled ‘Youth Action for Peace’ conducted by IGSSS (Indo-Global Social Service Society).
- 70 days Project work carried out in **Haldia Petrochemicals Ltd** (HPL) New Delhi, on

Product Positioning.

Price Forecasting.

Publications

Book

Fazili Asif and Jan Anisa (2016): Sustainable Management Practices; Create Space International, USA, ISBN: 9781544796499

Book Chapter

Sustainable Marketing -A Review of Literature, Sustainable Management Practices, Create Space International Publications, ISBN: 9781544796499

Research Papers in Journals

1. Jan Anisa, “Services Marketing Theory Revisited: An Empirical Investigation into Financial Services Marketing” in IOSR Journal of Business and Management (IOSR-JBM), ISSN: 2278 487X, Vol.10, Issue 110, Sep-Oct 2012
2. Jan Anisa, Bashir Unjum, “Socio-Economic Impact Of Conflict. An Empirical Study Of Youth In Kashmir” in International Journal Of Research in Commerce, Economics & Management (ISSN 2231 – 4245), Vol.2, Issue 12, Dec. 2012
3. Fazli Asif I. and Jan Anisa, “Training Needs and Gender Issues – A Case Study of Youth in Conflict Hit Kashmir” in Indian Streams Research Journal(ISSN No. 2230-7850), Vol. 3, Issue 2, March 2013.
4. Jan Anisa and Parray Aubid, “Absent Leaders - A Strategic Analysis of Women Leadership in Higher Education ” Sai Om Journal of commerce and management: A peer reviewed international Journal, ISSN 2347-7571, Issue III, Vol. I, March 2014
5. Jan Anisa and Parray Aubid, “Sustainable Ethical Practices in Contemporary Organizations – A Panacea for Organization Success ” Sai Om Journal of commerce and management: A peer reviewed international Journal, ISSN 2347-7571, Issue III, Vol. I, March 2014

6. Jan Anisa and Khan Furqan Ahmad, "Indian Global Brands- A Farfetched Dream: An Empirical Analysis" *International Journal of Business & Management*, ISSN 2321-8916, Vol 2, Issue 11, 2014
7. Jan Anisa and Baber Husnain, "Bancassurance – Growth Guaranteed in India" *The Economics and Finance Letters*, ISSN: 2312-430X, Print ISSN : 2312-6310, 2014
8. Jan Anisa and Fazili Asif I, "Globalization, Education & Unemployment" *Third Concept* ISSN 0970-7247, Vol. 28, No 335, January 2015, PP 47- 51.
9. Jan Anisa and Khan Furqan Ahmad, " Social Media is Nothing but a Public Relation Tool" *The International Journal of Business & Management*, ISSN 2321-8916, Vol 2, Issue 12, 2014.
10. Mohammad Furqan Khan, Dr. Anisa Jan, "Social Media and Social Media Marketing: A Literature Review", *IOSR Journal of Business and Management (IOSR-JBM)*, e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 17, Issue 11 .Ver. I (Nov. 2015), PP 12-15
11. Kuchey, Asif Amin , Jan Anisa & Burney Mohd Tahseen , "Industry Analysis: A Study Of Indian Pharmaceutical Sector Environment with the Help of Strategic Tools: PESTL and SWOT Analysis", *ARSEAM journal*, May 28, 2016., Imran Ul Amin, Jan Anisa, "Financing the Apple Industry of Jammu and Kashmir: A Review of Literature" *IOSR Journal of Business and Management (IOSR-JBM)*, e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 19, Issue 4 Ver. 1 April 2017
12. Kuchey, Asif Amin , Jan Anisa , "Connecting Financial Performance of Firms with Merger and Acquisitions through Review of Literature: A Global Perspective" *International Journal of Trend in Scientific Research and Development(IJTSRD)*, ISSN : 2456-6470, Volume 1, Issue 5, July-Aug 2017 .
13. Jan Anisa, Wani Jhon M., "Tourism Development in India Under 12th Five Year Plan" *International Journal of Research in Engineering, Science and Management(IJRESM)*, ISSN : 2581-5782, Volume 1, Issue 8, August 2018
14. Jan Anisa, Wani Jhon M., "Assesment of Higher Education Financing Models in South Asia " *International Journal of Research and Analytical Reviews*, E-ISSN 2348-1269, P- ISSN : 2349-5138, Volume 6, Issue 1, 2019
15. Parry M. Ashraf, Jan Anisa, , " The Rise of Sovereign Wealth Funds: Genesis, Gestation and Growth" *International Journal of Research and Analytical Reviews*, E-ISSN 2348-1269, P- ISSN : 2349-5138,, Volume 6, Issue 1, January 2019, pp1173-1184.
16. Parry M. Ashraf, Jan Anisa, " Sovereign wealth Funds: Green Instruments of Stability and Sustainability" *International Journal of Advance and Innovative Research*, ISSN : 2394-7780, Volume 6, Issue 1, Jan - March, 2019, pp 187-196
17. Kuchey, Asif Amin , Jan Anisa ,, " "Indian Pharmaceutical Industry Regulation and Supervision: Issues and Practices" *Arabian Journal Of Business And Management Review (Oman Chapter)*, Vol. 7 (4), 2018
18. Imran Amin & Anisa Jan, "Impact of Financing/Credit Sources on Marketing of Apple in Jammu and Kashmir", *Pacific Business Review*, Vol 10, No. 12 June 2018, pp 61-68.
19. Kuchey, Asif Amin , Jan Anisa ,, " Reaction of Stock Prices of Selected Sample to the M&A Announcement: Evidence from NSE of India " *ITI HAS The Journal of Indian Management* ISSN Number - 2249-7803 (P), ISSN Number - 2456-7302 (O), Volume, Issue, January-March 2018,
20. Jan Anisa , Kuchey, Asif Amin , "An Evaluation of Financial Performance of Selected Firms before & after M&A with Special Reference to Indian Pharmaceutical Sector", *International Journal of Research and Analytical Reviews*, V-5, Special Issue, April 2018.

21. Jan Anisa , Kuchey, Asif Amin , “Defensive strategies against hostile takeovers: A case study of Warner-Lambert Vs Pfizer”, International Journal of Research and Analytical Reviews, V-5, special issue, April 2018.
22. Hamid Makhmoora & Jan Anisa, “A Study on the Impact of Service Inclination and Competence of Employees on Service quality and Customer Satisfaction”, International Journal of Advance and Innovative Research, ISSN: 2394 – 7780, Vol. 6, No. 1(v), pp 94 – 100..

Conferences/ Seminars

- Participated in two day **National Seminar** on the theme Challenges of Human Resource Development in Education organised by Govt. College for Women Nawakadal and presented a paper titled ‘Teacher in a Dilemma-A System Analysis’ July 21-22, 2004.
- Participated in two day **International Conference** on the theme Impact of Peace, Conflict and Disturbances on Economic Development Processes organized by Department of Economics University of Kashmir and presented a paper titled “Socio-Economic Impact Of Conflict. An Empirical Study Of Youth In Kashmir” in may 11-13, 2012.
- Participated in two day **National Conference** organised by Department of Islamic Studies, Islamic University of Science and Technology, on the theme Muslim Contribution to Modern Education Approaches and Prospects and presented a paper titled, ‘Islamic Perspective of Management Thought- An Empirical Analysis’ in 2013.
- Participated in two day **National Conference** on the theme Preparing Next Generation Leadership: A Futuristic Agenda organized by Department of Human Resource Management & OB, Central University of Jammu, and presented a paper titled, ‘Enhancing the Employability of Educated Youth for the Global Market Place – An Empirical Analysis’ in 2013.
- Presented a paper titled “Dynamics of Psychological Contract: Opportunities and Implications for Service Organisations” , in two day **National Conference** on the theme Preparing Next Generation Leadership: A Futuristic Agenda organised by Department of Human Resource Management & OB, Central University of Jammu, in 2013.
- Participated in two day **National Seminar** on Biodiversity in Himalayas organised by S.P. College Srinagar and presented a paper titled ‘Management of Biodiversity – A Gender Perspective’ in 2014
- Participated in two day **International Conference** titled Shifting Paradigms in applied Economics and Management – Course Correction at Sri Mata Vaishno Devi University (SMVDU), Jammu and presented a paper titled ‘Are Indian Domestic Brands Scared of going Global? Challenges and Opportunities in Global Branding of Indian Brands’ (SMVDU) in 2014.
- Participated in two day **National Conference** titled Entrepreneurship Development organised by Govt. Degree College Bemina and presented a paper titled ‘Financing the Apple Industry of Kashmir - Role of Peasant Entrepreneurs’ in 2015.

- Participated **International Conference** titled Make in India: for Accelerating MSME Growth and Innovations” at The National Institute for Entrepreneurship and Small Business Development (NIESBUD), Noida, UP, and presented a paper titled ‘Rural and Women Entrepreneurs: Way for Economic Empowerment” in 2015.
- Participated in two day **National Conference** titled Travelogue in Arabic Literature” at Islamic University of Science & Technology, Awantipora, Kashmir and presented a paper titled ‘Importance of Arabic Language in the Globalised World” in 2015.
- Participated in two day **International Conference** titled Sustainable Development and Technological Innovation at Islamic University of Science & Technology, Awantipora and presented a paper titled ‘Sustainable Marketing - A Review of Literature’ Dec. 2015.
- Participated in two day **International Conference** titled Sustainable Development and Technological Innovation at Islamic University of Science & Technology, Awantipora and presented a paper titled ‘Impact of Agricultural Financing on Farmer Suicide - A Sustainable Study’ Dec. 2015.
- Participated in two day **International Conference** titled Sustainable Development and Technological Innovation at Islamic University of Science & Technology, Awantipora and presented a paper titled ‘The Missing Girl - Understanding the Economics Behind the Issue’ Dec. 2015.
- Chaired two technical sessions in two day **National Conference** on the theme Preparing Next Generation Leadership: A Futuristic Agenda organized by department of Department of Human Resource Management & OB, Central University of Jammu Nov. 2013.
- Chaired three technical sessions in two day **International Conference** organised by School of Business Studies, Islamic University of Science & Technology, Awantipora, Kashmir, Dec 2015.

Orientation/Refresher Courses

- Participated in 54th, three week, General Orientation Course at Academic Staff College, University of Kashmir, February 2011.
- Participated in Refresher Course in Economics at Academic Staff College, Jawaharlal Nehru University in February 2014 and completed successfully with Grade “A”.
- Participated in three week Refresher Course in Commerce, Management and Economics at Academic Staff College, University of Kashmir, February- March, 2015.

Workshops

- Participated in the CEP course (one week) on Coordinator’s workshop on Cyber Security conducted by IIT Bombay at Mumbai during May 17-21, 2014.
- Attended **UGC sponsored one week** workshop on “Sensitivity, Awareness and Motivation” organized by Women’s Study Centre, University of Kashmir (May 2012).
- Attended **UGC sponsored one week workshop** on “Management skill Enhancement” organized by DAV college of Chandigarh (Oct 2012).

- Attended **UGC sponsored one week workshop** on “Training of Trainees” organized by University of Jammu (April, 2013).
- Attended **UGC sponsored one week workshop** as an observer on “Management skill Enhancement” organized by Women’s Study Centre, University of Kashmir, May 2013).
- Coordinated 10 day’s workshop on Cyber Security conducted by IIT Bombay in collaboration with School of business studies, Islamic University of science and Technology at Islamic University, Awantipora Kashmir, June 10-20, 2014.
- Coordinated ICSSR(Indian Council for Social Science Research) sponsored 10-Day workshop organized by School of Business Studies, Islamic University of Science and Technology, Awantipora. In 2013.
- Attended Two Week Workshop on Environmental Studies Conducted by IIT Bombay at School of Business Studies, Islamic University of Science & Technology under National Mission on Education through ICT(MHRD) in June 2015
- Attended 10 day Workshop on Basic and Applied Econometrics organised by Department of Economics, University of Kashmir in Collaboration with The Indian Econometric Society(TIES) from 24th May to 2nd June, 2016

Lectures Delivered

- Delivered a lecture on “Correlation and Regression Analysis” in ICSSR(Indian Council for Social Science Research) sponsored 10-Day workshop organized by School of Business Studies, Islamic University of Science and Technology, Awantipora. In 2013.
- Delivered a Lecture on “ Scaling Techniques” to the participants of One Week workshop on Research Methodology for Scholars/College & University Teachers conducted by UGC-Human Resource Centre, University of Kashmir, Hazratbal, srinagar in 2015.
- Delivered a Lecture on “Economics of Discrimination” to the participants of Refresher Course in Gender Studies organised by UGC Academic Staff College, University of Kashmir, Hazratbal, srinagar in 2014.
- Delivered a Lecture on “Model Building under Regression Analysis in Management Science” to the participants of three week workshop on Research Methodology” organised by The Business School, University of Kashmir, Hazratbal, srinagar in 2015.
- Delivered a Lecture on “International Marketing - Challenges & Prospectus” to the academic councillors in the field of Commerce, economics and Management of IGNOU at Regional Centre, IGNOU, Srinagar, 2008.
- Delivered a Lecture on “Hypothesis Testing in Research” to the academic councillors in the field of Commerce, economics and Management of IGNOU at Regional Centre, IGNOU, Srinagar, 2008.

- Delivered a Lecture on “Management of Higher Education Institutions” to the academic councillors in the field of Commerce, economics and Management of IGNOU at Regional Centre, IGNOU, Srinagar, 2008.
- Delivered a Lecture on “Teaching Management through Cases” to the academic councillors in the field of Commerce, economics and Management of IGNOU at Regional Centre, IGNOU, Srinagar
- Delivered a Lecture on “ODL- Recent Trends” to the academic councillors in the field of Commerce, economics and Management of IGNOU at Regional Centre, IGNOU, Srinagar, 2008.
- Delivered a Lecture on “Marketing of Services in Tourism Industry” to the academic councillors in the field of Commerce, economics and Management of IGNOU at Regional Centre, IGNOU, Srinagar, 2008.
- Delivered a Lecture on “Violence against women - Myths and Facts” in One day National Seminar on Violence Against Women organised by Department of Sociology, University of Kashmir.
- Lecture in workshop organised by DIQA, University of Kashmir for Choice Based Credit System

Institutional Development Activities:

- Ensured the campus to be free from all types of plastic and disposables immediately after taking up the charge of Dean of Students.
- Introduced a new Open Elective Course , ‘Gender Perspectives in Management’
- Coordinated one day seminar on “ Aalav- A Consumer Calling” organized by School of Business Studies (SBS) IUST & FICCI on 14th September, 2012.
- Coordinated Interdepartmental Cricket Tournament in Islamic University of Science and Technology, Awantipora. in 2007.
- Coordinated One Day Seminar on “Youth Entrepreneurship Development” organized by School of Business Studies (SBS) IUST & FICCI on 14th September, 2012.
- Worked as Consultant for IGSSS for the awareness generation project, “Empowering the Vulnerable Women Groups” 2010.
- Worked as Consultant for IGSSS for the project , “Youth Action for Peace”, 2011
- Participated in two day seminar on Traffic Management in Kashmir at SKICC, Srinagar organised by Govt. College for Women Nawakadal, Srinagar in 2004.
- Participated in “Go-Green Drive” in the University Campus.

- Participated as councillor in IGNOU Radio Counseling.
- Participated in PLASTINDIA, an international workshop of petrochemical industry at Pragati Maidan, New Delhi in 2003.
- Coordinated the interaction of the students of School of Business Studies, IUST with delegation of business leaders lead by Mr. Rahul Gandhi at convocation complex, University of Kashmir.
- Organised a mega event on the drug de-addiction and blood donation camp held at IUST by management students.
- Coordinated the event Bizfair, a business fair event organised by Friday Business Club, SBS.
- Worked on different committees like Disciplinary committees, University Cell against Sexual Harassment etc from time to time in the Islamic University of Science and Technology, Awantipora.
- Conducted Interdepartmental Cricket Tournament in Islamic University of Science and Technology, Awantipora. in 2007.
- Participated in debates, seminars and other Competitions at school and College level.
- Participated in IGNOU Radio Counseling.
- Awarded Letter of appreciation for work done as Head, School of Business Studies, IUST, Awantipora.
- Awarded letter of appreciation for excellent performance during training period.
- Awarded certificate of merit for proficiency in the project work.