



## **DR. ALTAF AHMAD DAR**

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**Management Generalist/Teacher Specialist/Marketing Specialist/ Tourism/ Investment Management**

### **EXPERIENCE**

- ↵ **Working as Assistant Professor School of Business Studies, Islamic University of Science and Technology, Awantipora Kashmir w.e.f 03-03-2012 to till date**
- ↵ **Worked as Sales Manager in Bajaj Allianz Life Insurance Co. Ltd from 10<sup>th</sup> March 2006 to 15 may April 2007.**
- ↵ **Worked as National Pension System(NPS) of PFRDA through ILFS in year 2017**
- ↵ **Working as Financial Education Resource Person for Securities and Exchange Board of India( SEBI) since Feb. 2016**
- ↵ **Working as Financial Education Resource Person for National Center for Financial Education (NCFE) since 2020**
- ↵ **Worked as Resource Person for NISM Mumbai in Project “ Kona Kona Siksha” (A Kotak Securities CSR initiative)**

**EDUCATIONAL QUALIFICATION**

<b><u>Degree/Certificate</u></b>	<b><u>Year of Passing</u></b>	<b><u>University/ Board</u></b>
<b><u>PhD( Finance)</u></b>	<b>2009-2012</b>	<b><u>Kashmir University</u></b>
<b>M-Phill( Finance)</b>	<b>May 2007- Aug.2008</b>	<b>Bundhelkhand.University Jhansi</b>
<b>MBA( Marketing and Finance)</b>	<b>Apr.2004- Mar.2006</b>	<b>Punjab Tech. University</b>
<b>Securities Markets Foundation Certificate</b>	<b>2020</b>	<b>NISM</b>
<b>Securities Markets Foundation Certificate</b>	<b>2022</b>	<b>NISM</b>
<b>Securities Markets Foundation Certificate</b>	<b>2023</b>	<b>NISM</b>
<b>M.Com ( International Finance)</b>	<b>2017-2019</b>	<b>IGNOU</b>
<b>Graduation</b>	<b>Mar.1999- Mar.2002</b>	<b>Kashmir University</b>

<b>Sr. Secondary</b>	<b>Mar.1997- Mar.1999</b>	<b>Jammu &amp; Kashmir State Board of School Education.</b>
<b>Secondary</b>	<b>Mar.1996- Mar.1997</b>	<b>Jammu &amp; Kashmir State Board of School Education.</b>

## RESEARCH PUBLICATIONS

1. **The effect of customer relation management dimensions on hotel customers satisfaction in Kashmir .International journal of Tourism Cities (Emerald Publishing). ISSN: 2056-5607-March-2020**
2. **An Empirical Study of Life Insurance Facilities Provided by Life Insurance Companies in Jammu and Kashmir: Al-Barkaat Journal of Finance & Management Year: 2013, Volume: 5, Issue Jan 2013: 1 First page: (51) Last page: (56) Print ISSN: 0974-7281.**
3. **Customer Satisfaction of service quality in Life Insurance -International Journal OfScientific Research ( IJSR) Volume – 1, Issue : 6 Nov 2012 • ISSN No 2277 – 8179**
4. **A comparative study of promotional strategies adopted by public and private sector insurance companies in India. SHIV SHAKTI International Journal in Multidisciplinary and Academic Research (SSIJMAR) Vol. 1, No. 4, November-December,2012 (ISSN 2278 – 5973)**
5. **A study of insurance facilities available in Jammu and Kashmir-*The International Journal's Research Journal of Social Science and Management*, ISSN No. 2251- 1571. Vol. I, Issue 3.**
6. **Awareness of life Insurance- A study of Jammu And Kashmir . SHIV SHAKTI International Journal in Multidisciplinary and Academic Research (SSIJMAR) Vol. 1, No. 3 September- 2012 (ISSN 2278 – 5973)**
7. **Measurement Of Consumers Perception On Service Quality In life Insurance- International Journal of Research in Commerce, Economics and Management-Vol. 02, Issue 03 March 2012, ISSN 2231-4245.**
8. **Exploration of Awareness of Life Insurance- A Study of Rural Areas of Kashmir Valley- International Journal of Business Management and Research(IJBMR),**

**Volume 2, Issue 4 December 2012 (ISSN 2249-6920).**

9. **Initiatives taken by Private And Public Insurance Companies for the growth of Rural Population of India-International Journal of Business Management and Research(IJBMR), Volume 2, Issue 4 December 2012 (ISSN 2249-6920).**
10. **Role of micro insurance for upliftment of rural population' The International Journal's Research Journal of Social Science and Management, Vol 2, No. 6 (2012) ISSN No. 2251-1571**
11. **Impact of Promotional Strategies- A Comparative Study of Public and Private sector Insurance Companies- Indian Streams Research Journal (ISRJ) Volume 3, Issue. 2, March. 2013 ISSN:-2230-7850**
12. **Role of a teacher and the causes of stress level among teachers:- An empirical study of various schools of Kashmir Valley- Volume 2, Issue. No.1, . 2012, The Department of Distance Education, University of Kashmir, ISSN:-0975-6558**
13. **Customer Attitude and Factors Influencing Users Acceptance of E-Banking in J&K- International Journal of Business and Management Invention ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X www.ijbmi.org Volume 2 Issue 7|| July. 2013|| PP.68-78.**
14. **"Impact of income on the insurance potential a case study of rural sector of Jammu and Kashmir state" JIMS8M: The Journal of Indian Management & Strategy, Year : 2014, Volume : 19, Issue: 1 First page : ( 13) Last page : ( 19) Print ISSN : 0973-9335. Online ISSN: 0973-9343. Article DOI : 10.5958/j.0973-9343.19.1.002**
15. **Determinants of Consumer Attitude towards E-Tailing in Indian Retail Sector: A Study on Factors of Technological Acceptance Model (TAM) Arabian Journal of Business and Management Review. E-ISSN: 2223-5833.**
16. **"IMPACT OF INFORMATION TECHNOLOGY ON EFFECTIVENESS OF TOURISM BUSINESS IN INDIA" JIMS8M: The Journal of Indian Management & Strategy, Year : 2018, Volume : ( In communication Accepted) , Issue: 1 First page : ( 13) Last page : ( 19) Print ISSN : 0973-9335. Online ISSN: 0973-9343.**

- 17. MEASUREMENT OF CUSTOMER SATISFACTION ON SERVICE QUALITY IN LIFE INSURANCE: A STUDY IN KASHMIR VALLEY.** International Journal of Research in Management & Social Science. Research journal of Empyreal Institute of Higher Education, Guwahati, India, Volume 6, Issue 2 (I): April - June 2018 having ISSN: 2322 - 0899 and Impact Factor 3.42. Publisher-Empyreal Institute of Higher Education. UGC Approved List of Journals (Journal No 48996). Indexed with Thomson Reuters.
- 18. Consumers Attitude Affecting the E-Purchase in Retail Sector: A Study on Factors of Technological Acceptance Model (TAM)** Al-Barkaat Journal of Finance & Management Year : 2017, Volume : 9, Issue : 1 First page : ( 22) Last page : ( 34) Print ISSN : 0974-7281. Online ISSN: 2229-4503. Article DOI : [10.5958/2229-4503.2017.00002.9](https://doi.org/10.5958/2229-4503.2017.00002.9)

### **BOOKS PUBLISHED**

- 1. Potential of Insurance in Rural Sector: Publisher LAMBERT Germany. - ISBN No. 978-3-659-44953-6 Year-2013**
- 2. Insurance: Principles and Practices Publisher Kenderson ISBN-13: 978-1979988483 year- 2017**
- 3. Indian Life Insurance : A Review- Life Insurance In India, Publisher: Createspace Publishing Platform (6 February 2018) ISBN-10: 1721866809 ISBN-13: 978-1721866809**

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