

## Dr Syed Irfan Shafi

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



**Mobile:** +91 7006349510, 9419872504

**E-mail:** [drsyedirfanshafi@gmail.com](mailto:drsyedirfanshafi@gmail.com)

### WORK EXPERIENCE

**Total Experience: 10 ½ years**

**Teaching Experience: 5 Years**

**Research Experience: 3 year**

**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. Worked as **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 the Venus Surgical Anna Nagar Chennai from March, 2010 to July 2011 (**1 ½ Year**)
4. Worked as **Associate Health Assurance Manager** in the ICICI Prudential Residency Road, Bangalore from July, 2008 to July 2009. (**1 years**).

### 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 Sager Business School kumarswamy layout Bangalore, under Madauri kamraj universiy Maduri, with marketing and Sales as major specialization during the academic years 2007-2009.
- M.COM.,** Master of Commerce, Indra Gandhi National Open University, Maddan Garhi, New delhi, during the academic session June- 2021.

- B.A.,** Amar sing college Srinagar, under University of Kashmir, with English Literature, Psychology combination during the academic years 2003-2007.
- Inter** Govt old higher secondary Jawhar Nagar Srinagar, under J&K Board of School Education, Srinagar, with PCB combination during the academic years 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 Academy of International Business US Southeast.
2. Member of i-Think Magazine of Insurance Institute of India.

#### RESEARCH AND TEACHING INTERESTS

Marketing Management, Services Marketing, Service Quality (in Retail, FMCG, Banking and Hotels Services), Customer Satisfaction, Relationship Marketing and Brand Equity, Marketing Mix Strategies, Product & Brand Management, Research Methodology, Multivariate Data Analysis, Sales and Distribution management and Retailing Management etc.

#### STATISTICAL AREAS OF EXPERTISE

1. Data analysis using SPSS: Regression Analysis, Correlation Analysis, Factory Analysis, ANOVA, MONOVA, 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**, 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)
2. Dr. Farhat Banoo Beg, Dr. Shakeel-ul-Rehman and **Dr. Syed Irfan Shafi** (2016), Sustainable tourism development in in India with special reference to Nainital-uttarakhand”, *International Journal of Advanced and Innovative research (IJAIR)* (ISSN Online): 2278-7844
3. J SUNDAR, Hezekiah and **Syed Irfan Shafi** (2015), "Effects of Celebrity Endorsee on Consumer's Buying Behaviour: A Review and Extensive Investigation of a Subject", *Pacific Business Review International*, Vol. 7 Issue 3. (ISSN 0974 438X).
4. **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)
5. **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)
6. **Syed Irfan Shafi** and Dr. C. Madhavaiah (2014), Defining Customer based Brand Equity: An Evaluation of Previous Studies, *Srusti Management Review*.
7. **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)
8. **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).
9. **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).
10. **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).
11. **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).
12. **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) (indexed in EBSCO Publishing).

13. **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).
14. **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).
15. **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).
16. **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).
17. **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).
18. 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).
19. 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).
20. **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. 3<sup>rd</sup> National Conference on **Future Computing (NCFC)-2014** held on 13<sup>th</sup> February 2014 at Pondicherry University Karaikal Campus, Karaikal-Puducherry.  
**Paper Title: Role of Future Computing in Business: An analysis.**
2. International Conference on **Academy of International Business Conference 2013** held on 15<sup>th</sup> -17<sup>th</sup> April 2013 at Indian Institute of Management (IIM) Bangalore.  
**Paper Title: Impact of Promotional Mix Elements on Brand Equity in Selected Apparel Brands: Evidence from India.**
3. 6<sup>th</sup> **Doctoral International Theses Conference** 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. International Conference on **Emerging Leadership Paradigms - A Catalyst to Global Innovation** held on 20<sup>th</sup> -22<sup>nd</sup> September 2012 at Holy Grace Academy of Management Studies, 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 17<sup>th</sup> and 18<sup>th</sup> 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 18<sup>th</sup> 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 22<sup>rd</sup> and 23<sup>rd</sup> 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 25<sup>th</sup> and 26<sup>th</sup> 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. National seminar on **Emerging trends in the Indian Banking Industry- challenges and Strategic Options** held on 24<sup>th</sup> march 2012 at department of commerce, Pondicherry University, karaikal campus, karaikal, puducherry.

**Paper Title: Retail banking in Indian Context.**

11. National seminar on **IT Applications for Business and Services Organisations** held on March 2<sup>nd</sup>, 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 13<sup>th</sup> and 14<sup>th</sup> 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. Attended one week National Level **Faculty Development Programme** on "Transformation in Indian Education through New Education Policy- Challenges and Opportunities, from 05-07-2021 to 11-07-2021 organised by **Government First Grade College for Women, Balmatta, Mangaluru** in association with St Aloysius College (Autonomous), Mangaluru.
2. Attended online workshop on **rural management and entrepreneur opportunity** organised by Mahatma Gandhi national council of rural education in December 2020.
3. Attended online workshop on **strategy for managing personal finance including mutual funds** organised by Department of management studies, Islamic University of science & Technology, held on 14<sup>th</sup> of December 2020.
4. Attended online one week Faculty Development programme on **data driven approach in management science** organised by IMS Business School held on 24<sup>th</sup> July - 30<sup>th</sup> July 2020.
5. Attended online workshop on **world entrepreneur day** organised by Department of management studies, Islamic University of science & Technology, held on 21<sup>st</sup> august 2020.
6. Attended online workshop on **financial awareness and consumer training** organised by National centre for financial education held on 18<sup>th</sup> September 2020.
7. Attended online workshop on **strategy for managing personal finance including mutual fund** organised by kakatiya University Warangal held on 21<sup>st</sup> January 2021.

8. Attended online workshop on **strategy for managing personal finance including mutual funds and NSP** organised by Department of Management studies, Satavahana University, karimnagar, Telangana State, held on 3<sup>rd</sup> February 2021.
9. Attended two- Weeks workshop on **Technical communication for scientists and Engineers** organised by Indian institute of Technology Bombay (IIT Bombay).
10. Attended two- Day workshop on **IBM SPSS for Faculty and Research Scholars** held on 29<sup>th</sup> and 30<sup>th</sup> October, 2014 at the Department of computer science, Pondicherry University, Karaikal Campus, Karaikal, Puducherry., Tamil Nadu.
11. Attended ten day workshop on Research Methodology **Sponsored BY ICSSR** held on 31 November 2013 – 12 December at Islamic University of science and Technology Awanti-pora Jammu & Kashmir.
12. Attended National Workshop on **Research Methodology and Data Analysis** held on 15<sup>th</sup> and 16<sup>th</sup> March, 2013 at the Department of Statistics, Annamalai University, Annamalainagar, Chidambaram, Tamil Nadu.
13. Attended **UGC sponsored National Workshop (STP) on the theme Research Methodology: A March towards creating Research Culture** held on 2nd and 3rd February 2012 at UGC-Academic Staff College, Pondicherry University, Puduicherry.
14. Attended **UGC sponsored National Workshop for Research Scholars** held on 19<sup>th</sup> and 20<sup>th</sup> July. 2012
15. Attended workshop on the theme **Two-day workshop on Research Methodology** held on 19<sup>th</sup> and 20<sup>th</sup> March 2012 at Department of Management, Pondicherry University, Karaikal Campus, Karaikal, Puducherry.
16. Attended, **Government of India, Ministry of Home Affairs** , sponsored, Workshop on **Census Data Dissemination** , Directorate of Census Operations, Puducherry, on 11<sup>th</sup> July, 2012 at Avvaiyar Government College for Women, Karaikal
17. Attended workshop on the theme **ICSSR-SRC-Hyderabad sponsored Faculty Development Programme on Innovation in Class Room Teaching** held on 13th to 15th December 2011 at RVS Institute Management Studies and Computer Application, Karaikal, Puducherry



## Articles Published in Newspapers

1. **An Invisible Market:** There is no shop and there are 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,** it can be done through brand visibility in retail outlets by **syed irfan shafi**, grater 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 celebs** consequence of celebrity endorsement on shopper's behaviour by **syed irfan shafi**, greater Kashmir Srinagar, Friday, 17 rabi-al awwal 1433 ah; 10 February 2012 CE.
5. **Indian scenario of retail sector in India and the present scene,** 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 qaadah 1433 AH ; 17 October 2012 CE
7. **Effects of celebrity endorsement on shopper's Behaviour,** By **Syed Irfan Shafi**, Greater Kashmir Srinagar Wed, 22 Feb 2012 CE.
8. **An overview of the Safety and Security on 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 Department of management studies, Islamic University of Science and Technology in their Project works.
2. Guiding One MBA IGNOU Student 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 organizing research methodology workshops and conferences.
4. Assisted students in planning, organizing and managing various management fests, business plan, alumni meet etc.
5. Actively participated and assisted in organizing the departmental activities (admission, placement programmes)
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  
**KARAIKAL – 609 605, P.U.T.**  
**Mobile:** +91 89037 65947  
**E-mail:** [drcmadhavaiah@gmail.com](mailto:drcmadhavaiah@gmail.com)

**Dr ASIF I FAZILI**  
Head of Department  
Department of Business Studies  
Islamic University (IUST),  
**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.

Place: India

*(Dr. Syed Irfan Shafi)*

